NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 24, 1985

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BILL COSBY SHOW	27.1	23,010
2	FAMILY TIES	23.5	19,950
3	DYNASTY	23.4	19,870
4	DALLAS#	22.7	19,270
5	A TEAM	22.0	18,680
6	60 MINUTES	21.8	18,510
7	CHEERS	21.4	18,170
8	MURDER, SHE WROTE	20.9	17,740
9	NEWHART	20.5	17,400
10	KATE & ALLIE	20.4	17,320
11	CRAZY LIKE A FOX	19.5	16,560
12	HOTEL	19.3	16,390
13	PEOPLE'S CHOICE AWARDS(S)	19.2	16,300
14	RIPTIDE	19.1	16,220
15	EYE TO EYE#	18.1	15,370
16	HIGHWAY TO HEAVEN	18.0	15,280
16	NIGHT COURT	18.0	15,280

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BILL COSBY SHOW	19.3	42,850
2	A TEAM	16.5	36,710
3	FAMILY TIES	16.2	36,000
4	DALLAS#	14.3	31,870
5	SNOOPY GETS MARRIED(S)	14.0	31,200
6	DYNASTY	14.0	31,030
7	CHEERS	13.9	31,000
8	60 MINUTES	13.6	30,180
9	KNIGHT RIDER	13.5	30,110
10	MURDER, SHE WROTE	13.4	29,780
11	RIPTIDE	13.0	28,970
12	IT'S MAGIC CHARLIE BROWN(S)	12.7	28,300
13	ROMANCE OF BETTY BOOP(S)	12.6	28,000
14	HIGHWAY TO HEAVEN	12.5	27,720
15	GARFIELD IN THE ROUGH(S)	12.3	27,360
16	WEBSTER	12.0	26,730
17	KATE & ALLIE	12.0	26,710
18	NEWHART	11.9	26,460
19	CRAZY LIKE A FOX	11.9	26,420
19	FACTS OF LIFE	11.9	26,420

WOMEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BILL COSBY SHOW	21.6	19,090
2	DYNASTY	21.4	18,980
3	DALLAS#	20.0	17,750
4	FAMILY TIES	19.3	17,100
5	CHEERS	17.3	15,280
6	MURDER, SHE WROTE	16.6	14,700
7	60 MINUTES	16.4	14,530
8	A TEAM	16.2	14,340
8	PEOPLE'S CHOICE AWARDS(S)	16.2	14,340
10	NEWHART	16.1	14,230
11	HOTEL	15.9	14,050
12	CRAZY LIKE A FOX	15.6	13,780
13	HIGHWAY TO HEAVEN	15.4	13,660
14	NBC MONDAY NIGHT MOVIES#	15.2	13,450
15	FALCON CREST#	15.0	13,310
16	KATE & ALLIE	15.0	13,260

MEN (18+)

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	16.6	13,250
2	A TEAM	16.2	12,940
3	ABC SUNDAY NIGHT MOVIE	14.7	11,700
4	BILL COSBY SHOW	14.1	11,260
5	MURDER, SHE WROTE	13.3	10,640
6	RIPTIDE	13.2	10,520
7	CBS NCAA BSKBL CHMP-SPC-2(S)	12.8	10,250
8	CHEERS	12.7	10,110
9	DYNASTY	12.4	9,920
10	DALLAS#	12.3	9,850
11	FAMILY TIES	12.3	9,800
12	LIFES-EMBARASSING MOMENTS(S)	12.0	9,600
13	CRAZY LIKE A FOX	11.9	9,470
14	CBS NCAA BSKBL CHMP TH 1(S)	11.7	9,360
15	PEOPLE'S CHOICE AWARDS(S)	11.3	8,990
16	WILDSIDE#	11.2	8,970
17	NEWHART	11.2	8,950
18	AIRWOLF	11.2	8,930
19	NIGHT COURT	11.0	8,790

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS. FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING MARCH 24, 1985

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	BILL COSBY SHOW	21.4	11,920
2	FAMILY TIES	20.2	11,280
3	DYNASTY	19.5	10,850
4	CHEERS	18.4	10,270
5	DALLAS#	16.2	9,060
6	A TEAM	15.7	8,730
7	NEWHART	15.3	8,510
8	RIPTIDE	15.1	8,450
9	NBC SUNDAY NIGHT MOVIE	15.0	8,390
10	NIGHT COURT	15.0	8,380
11	MIAMI VICE	15.0	8,370
12	NBC MONDAY NIGHT MOVIES#	14.7	8,210
13	SNOOPY GETS MARRIED(S)	14.2	7,920
14	ABC SUNDAY NIGHT MOVIE	14.1	7,850
15	KATE & ALLIE	14.0	7,810
16	HILL STREET BLUES	13.5	7,550

WOMEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	DALLAS#	28.1	7,650
2	60 MINUTES	26.8	7,290
3	MURDER, SHE WROTE	26.5	7,230
4	DYNASTY	25.5	6,950
5	CRAZY LIKE A FOX	23.9	6,520
6	FALCON CREST#	22.7	6,180
7	HOTEL	22.3	6,070
8	PEOPLE'S CHOICE AWARDS(S)	22.2	6,050
9	BILL COSBY SHOW	21.7	5,900
10	HIGHWAY TO HEAVEN	21.6	5,880
11	TRAPPER JOHN, M.D.	20.4	5,550
12	NEWHART	18.4	5,000
13	T.J. HOOKER	17.7	4,830
14	MAGNUM, P.I.#	17.5	4,770
15	A TEAM	17.4	4,750
16	FAMILY TIES	17.3	4,720
16	KATE & ALLIE	17.3	4,720

MEN 18-49

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	ABC SUNDAY NIGHT MOVIE	15.7	8,500
2	A TEAM	15.2	8,200
3	CBS NCAA BSKBL CHMP-SPC-2(S)	14.2	7,660
4	BILL COSBY SHOW	13.7	7,390
5	RIPTIDE	13.3	7,180
6	CHEERS	13.2	7,160
7	LIFES-EMBARASSING MOMENTS(S)	12.2	6,610
8	FAMILY TIES	12.2	6,590
9	NIGHT COURT	12.1	6,540
9	60 MINUTES	12.1	6,540
11	CBS NCAA BSKBL CHMP-SPC-1(S)	12.1	6,520
12	MIAMI VICE	12.0	6,470
13	CBS NCAA BSKBL CHMP TH 1(S)	11.3	6,110
14	AIRWOLF	11.2	6,060
15	IT'S MAGIC CHARLIE BROWN(S)	11.2	6,050
16	GARFIELD IN THE ROUGH(S)	10.9	5,910
17	HILL STREET BLUES	10.7	5,800
18	NEWHART	10.6	5,730
19	KATE & ALLIE	10.5	5,660
20	WILDSIDE#	10.2	5,510
21	KNIGHT RIDER	10.1	5,470

MEN 55+

RANK	PROGRAM	AUDIENCES % U.S.	AUDIENCES NO. (000)
1	60 MINUTES	27.7	5,720
2	MURDER, SHE WROTE	22.6	4,680
3	A TEAM	20.3	4,190
4	DALLAS#	20.0	4,130
5	CRAZY LIKE A FOX	19.8	4,090
6	DYNASTY	17.7	3,650
7	T.J. HOOKER	16.7	3,450
8	HIGHWAY TO HEAVEN	16.6	3,440
9	20/20	16.3	3,360
10	BILL COSBY SHOW	16.1	3,330
11	CBS EVENING NEWS-RATHER	16.0	3,300
12	HOTEL	15.7	3,250
13	TRAPPER JOHN, M.D.	15.2	3,140
14	DETECTIVE IN THE HOUSE	15.0	3,110
14	HARDCASTLE & MCCORMICK	15.0	3,110

(†) TELECASTS WITH CURTAILED STATION FACILITIES ARE EXCLUDED, AS ARE UNDER-FIVE-MINUTE PROGRAMS.

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
•EVENING																										
A TEAM	23	210	210	A	22.0	33	1868	1965	706	300	768	244	468	444	367	255	692	230	438	395	348	224	221	75	284	202
TUE. 8.00P 60 NBC A		99	98	B	22.0	33	1868	1933	680	279	739	236	437	408	365	255	681	234	430	396	331	215	187	64	326	224
8.00 - 8.30				A	21.0	32	1783	1934	706	305	764	240	451	431	358	265	685	219	422	379	344	234	203	64^	282	199
8.30 - 9.00				A	23.0	34	1953	1986	704	295	770	246	483	457	376	244	698	241	455	407	347	215	233	84	285	204
ABC BUSINESS BRIEF-MON	10		194	A	15.0	22	1274	1841	718	316	882	350	573	418	385	278	569	146^	317	313	306	208	230	120^	160^	108^
2 MON. 8.58P 1 ABC N			97	B	16.6	24	1409	1740	647	275	724	251	451	382	351	235	736	285	463	399	331	226	129	54	151	100
ABC BUSINESS BRIEF-WED	23	201	202	A	18.5	27	1571	1733	708	276	797	267	449	395	321	301	616	234	375	360	255	205	125	47^	195	143
WED. 8.58P 1 ABC N		98	98	B	20.7	31	1757	1790	707	280	796	286	461	384	340	293	623	237	385	337	270	202	135	60	236	153
ABC BUSINESS BRIEF-FRI	2	198	190	A	16.7	28	1418	1801	698	228	827	281	465	430	357	312	436	126	204	270	222	149	106	67^	432	264
FRI. 8.15P 1 ABC N		98	96	B	16.7	28	1418	1801	698	228	827	281	465	430	357	312	436	126	204	270	222	149	106	67	432	264
ABC MONDAY NIGHT MOVIE	11	203	202	A	14.3	23	1214	1652	779	337	855	333	554	474	391	252	568	183	344	365	276	181	135	43^	94^	64^
MON. 9.00P 120 ABC FF		99	98	B	17.1	26	1452	1657	763	318	849	309	514	449	396	272	585	204	355	326	279	184	127	68	96	59
9.00 - 9.30				A	14.9	22	1265	1686	768	333	840	311	528	457	384	258	580	178	358	371	288	187	148	54^	118	75^
9.30 - 10.00				A	14.9	22	1265	1706	782	353	851	329	552	481	387	241	586	177	365	387	300	186	148	59^	121	73^
10.00 - 10.30				A	13.9	23	1180	1646	774	324	853	351	568	484	387	247	561	194	334	354	262	181	137	38^	95^	74^
10.30 - 11.00				A	13.5	24	1146	1544	791	329	868	337	563	475	407	257	540	189	310	341	248	176	101^	16v	35^	29^
ABC NEWSBRIEF-MON	12	196	192	A	14.0	22	1189	1660	788	337	838	320	530	473	392	250	609	211	383	382	289	191	132	47^	81^	54^
1 MON. 10.01P 1 ABC N		98	97	B	17.2	26	1460	1706	765	325	851	319	522	462	387	264	614	222	393	349	290	179	137	79	104	66
2 MON. 9.54P 1																										
ABC NEWSBRIEF-TUE	24	190	186	A	11.6	18	985	1601	697	295	831	363	523	386	322	253	528	192	320	314	232	174	167	116^	75^	62^
TUE. 9.58P 1 ABC N		97	96	B	13.1	20	1112	1618	760	320	853	327	521	442	374	273	545	195	335	306	256	175	138	89	82	53
ABC NEWSBRIEF-WED	24	197	197	A	22.4	35	1902	1498	832	329	925	290	504	452	422	366	483	156	253	240	205	186	46^	27^	44^	25^
WED. 9.58P 1 ABC N		98	98	B	22.8	34	1936	1652	836	342	943	339	560	486	409	328	537	206	317	281	220	183	90	55	82	47
ABC NEWSBRIEF-THU	24	170	193	A	15.8	25	1341	1645	693	207	752	219	390	357	326	319	612	182	363	337	301	224	170	84^	111	97
1 THU. 9.58P 1 ABC N		94	98	B	12.7	19	1078	1665	709	294	784	246	441	417	385	276	614	194	363	355	310	198	151	79	116	79
2 THU. 10.34P 1																										
ABC NEWSBRIEF-FRI	24	194	183	A	12.4	20	1053	1607	703	294	850	272	457	437	394	315	477	142	249	276	245	180	113^	71^	167	112^
FRI. 9.58P 1 ABC N		98	96	B	11.7	19	993	1710	658	272	741	242	433	412	367	246	604	197	360	342	310	193	138	65	227	162
ABC NEWSBRIEF-SAT.	24	184	185	A	13.8	23	1172	1611	709	323	826	211	354	325	346	403	481	111	272	249	240	194	151	99^	153	75^
SAT. 9.58P 1 ABC N		97	94	B	14.7	25	1248	1655	780	280	869	228	395	377	378	414	515	134	255	244	250	225	136	90	135	91
ABC NEWSBRIEF-SUN.	24	198	188	A	18.2	28	1545	1825	655	392	788	383	584	478	343	148	794	383	591	537	325	135	158	112	85	54^
1 SUN. 10.00P 1 ABC N		98	96	B	17.7	27	1503	1893	727	338	803	331	553	475	377	194	778	345	555	486	346	174	172	82	140	94
2 SUN. 10.01P 2																										
ABC SPORTS UPDATE-SAT	23	190	193	A	13.2	22	1121	1765	709	272	833	214	392	302	361	393	660	173	347	280	312	290	144	101^	128	81^
1 SAT. 8.58P 1 ABC SN		98	96	B	13.4	22	1138	1726	755	291	844	219	391	357	381	401	589	147	295	286	288	256	128	70	165	101
2 SAT. 8.57P 2																										
ABC SPORTS UPDATE-SUN	22	204	205	A	15.2	22	1290	1931	624	382	772	307	515	444	371	197	842	381	576	527	374	189	184	101	133	106
1 SUN. 9.06P 1 ABC SN		99	99	B	17.2	25	1460	1982	738	349	816	333	549	477	374	214	769	325	537	486	357	186	189	90	208	142
2 SUN. 8.35P 1																										
ABC SUNDAY NIGHT MOVIE	21	206	199	A	16.8	26	1426	1837	623	382	766	352	549	458	331	169	819	395	595	537	336	161	142	89^	110	75^
1 SUN. 8.00P 150 ABC FF		99	97	B	18.1	28	1537	1928	749	350	827	344	573	490	385	196	758	330	542	472	341	168	178	85	165	113
2 SUN. 9.00P 120																										
8.00 - 8.30				A	12.3	19	1044	1976	614	383	755	314	474	431	300	241	867	405	620	547	403	184^	131^	58v	223^	158^
CONT'D																										

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES: TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
ABC SUNDAY NIGHT M-CONT'D																										
8.30 - 9.00				A	12.8	19	1087	1948	605	385	758	321	506	463	302	215^	874	409	615	557	393	189^	137^	57v	179^	138^
9.00 - 9.30				A	17.0	25	1443	1869	626	388	776	354	561	456	338	172	832	400	587	518	325	181	140	88	121	84^
9.30 - 10.00				A	17.5	26	1486	1810	601	379	753	348	550	451	331	159	823	411	608	534	320	161	142	89	92	59^
10.00 - 10.30				A	18.3	29	1554	1772	604	369	739	351	533	432	322	156	817	385	597	558	345	154	133	89	83	49^
10.30 - 11.00				A	20.8	35	1766	1785	709	398	828	412	634	527	361	130^	739	373	561	516	281	112^	161	122^	57^	44^
ABC THURSDAY NIGHT MOVIE	18	180		A	10.9	17	925	1738	551	171^	617	259^	323	241^	184^	263^	640	233^	374	367	263^	226^	252^	117^	229^	165^
1 THU. 8.00P 120 ABC FF		96		B	11.9	18	1010	1801	726	320	820	307	512	450	374	251	620	222	400	384	304	169	176	92	185	126
8.00 - 8.30				A	8.6	13	730	1723	586	192^	648	254^	312^	234^	196^	291^	606	168^	294^	326^	293^	248^	192^	112^	277^	174^
8.30 - 9.00				A	9.7	15	824	1626	519	133^	574	237^	278^	197^	164^	272^	555	194^	288^	303	221^	216^	226^	100^	271^	185^
9.00 - 9.30				A	12.4	19	1053	1843	567	181^	647	284	361	262	188^	263	680	272	436	407	255	216^	292	144^	224^	158^
9.30 - 10.00				A	12.7	20	1078	1750	546	177^	609	255	330	261	189^	245	699	272	440	415	290	226^	273	111^	169^	150^
ABC WORLD NEWS TONIGHT	120	206	206	A	10.6	19	900	1493	654	245	708	161	300	310	320	344	600	166	336	332	286	234	51^	38^	134	82
M-F 6.30P 30 ABC N		99	99	B	11.2	20	951	1567	694	245	759	180	340	342	358	348	627	179	342	322	306	243	70	41	111	64
ABC WRLD NEWS TONIGHT-SAT	12	196	197	A	8.0	16	679	1432	561	190	645	155^	207	168^	205	394	647	113^	265	327	343	300	57^	46v	83^	52^
SAT. 6.30P 30 ABC N		98	98	B	9.7	18	824	1528	625	216	706	168	272	273	309	370	653	162	317	318	301	287	49	31	120	77
ABC WRLD NEWS TONIGHT-SUN	20	162	156	A	8.3	16	705	1576	631	174^	726	107^	246	236	303	436	624	157^	293	247	245	322	69^	51^	157^	129^
SUN. 6.30P 30 ABC N		85	84	B	8.3	15	705	1642	709	218	771	185	345	333	338	376	657	166	317	281	292	307	83	55	131	90
AIRWOLF	8	192	194	A	13.8	23	1172	1875	661	296	694	234	439	429	340	203	762	282	518	429	371	231	176	70^	243	129

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6–11
SAT. 9.00P 60 CBS A		97	97	B	14.3	23	1214	1973	711	306	777	254	501	471	401	225	791	276	528	481	410	227	157	60	248	171
9.00 - 9.30				A	13.3	22	1129	1900	663	290	693	237	435	433	342	203	743	275	507	416	361	223	176	75^	288	146
9.30 - 10.00				A	14.3	24	1214	1848	657	298	689	229	436	425	337	201	778	285	527	446	382	236	178	65^	203	114
ALICE	8	190	201	A	10.3	15	874	1650	716	306	800	188	390	359	373	368	468	161	226	193	180	216	153	96^	229	150
TUE. 8.30P 30 CBS CS		95	98	B	10.7	15	908	1586	704	279	799	174	334	336	359	409	466	147	207	176	184	233	152	88	169	114
AMERICAN PORTRAIT	62	194	190	A	13.0	19	1104	1620	708	261	776	222	389	367	332	355	530	181	290	279	226	209	135	57	179	118
1 MTUTH 8.58P 1 CBS DO		97	97	B	16.6	24	1409	1704	741	282	818	240	431	406	372	339	553	168	311	298	271	206	127	62	206	138
2 TU&TH 8.58P 1																										
BENSON	2	191	197	A	14.4	23	1223	1563	680	286	787	257	426	412	353	290	435	116	205	248	233	171	120	72^	221	118
FRI. 9.00P 30 ABC CS		98	97	B	14.4	23	1223	1563	680	286	787	257	426	412	353	290	435	116	205	248	233	171	120	72	221	118
BILL COSBY SHOW	26	201	204	A	27.1	40	2301	1862	733	306	830	285	518	486	389	257	490	186	321	291	226	145	226	129	316	217
1 THU. 8.00P 30 NBC CS		97	98	B	23.8	37	2021	2023	770	332	864	318	536	486	386	267	551	215	360	328	253	154	265	150	343	232
2 THU. 8.35P 30																										
CAGNEY & LACEY	21	207	206	A	17.5	30	1486	1412	719	286	840	285	484	443	383	305	500	186	299	275	239	177	63^	40^	9v	4v
MON. 10.00P 60 CBS OP		99	99	B	17.2	28	1460	1442	748	304	850	281	482	437	387	319	473	162	286	270	229	158	79	45	40	33
10.00 - 10.30				A	17.8	29	1511	1422	717	286	845	293	494	444	381	301	505	192	307	282	239	175	63^	40^	9v	4v
10.30 - 11.00				A	17.3	30	1469	1388	716	284	829	275	471	437	380	309	492	179	291	267	236	175	58^	38^	9v	4v
CANDID KIDS SPECIAL(S)		186		A	15.2	26	1290	1974	612	290	730	290	488	438	271	221	469	207	325	239	185^	132^	329	184^	446	244
1 SAT. 8.30P 30 NBC CV		95																								
CBS EVENING NEWS-RATHER	125	206	200	A	12.9	23	1095	1380	658	225	709	134	266	281	298	400	562	105	228	233	254	301	39^	17^	70	41^
M-F 6.30P 30 CBS N		99	97	B	13.7	24	1163	1481	687	220	742	139	290	292	336	415	585	114	235	242	284	311	63	32	91	54
CBS EVENING NEWS-SUNDAY	16		183	A	10.1	20	857	1571	725	197^	772	165^	329	335	330	407	754	276^	408	415	264^	294	27v	LT	18v	LT
2 SUN. 6.00P 30 CBS N			91	B	8.9	16	756	1540	679	218	740	129	272	285	340	429	662	177	315	331	297	307	57	27	81	49

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
EVENING CONT'D																										
CBS NCAA BSKBL CHMP TH 1(S)			205	A	12.0	19	1019	1648	543	153^	561	190^	325	292	227^	224^	918	336	600	527	442	257	120^	43v	49v	49v
2 THU. 9.00P 122 CBS SE			99																							
9.00 - 9.30				A	10.3	16	874	1747	577	206^	597	169^	325	285	264^	272^	936	314	578	510	474	299	134^	46v	80^	80^
9.30 - 10.00				A	11.4	18	968	1722	560	151^	575	202^	343	320	239^	217^	944	353	629	555	441	267	152^	59v	51v	51v
10.00 - 10.30				A	13.5	21	1146	1581	505	120^	522	203^	310	275	190^	196^	895	341	597	527	421	234	119^	38v	45v	45v
10.30 - 11.00				A	12.8	21	1087	1609	548	155^	563	182^	327	296	235	222^	926	339	606	526	447	251	96^	34v	24v	24v
CBS NCAA BSKBL CHMP FR 1(S)			199	A	10.8	20	917	1559	525	174^	566	176^	333	317	292	220^	857	324	544	479	424	254^	85^	10v	51v	23v
2 FRI. 10.00P 120 CBS SE			97																							
10.00 - 10.30				A	11.6	20	985	1597	559	149^	590	136^	299	281	324	291	824	294	503	440	408	276	99^	21v	84^	55v
10.30 - 11.00				A	10.8	18	917	1525	509	140^	542	122^	288	273	299	254^	831	285	509	471	435	262^	102^	11v	50v	22v
11.00 - 11.30				A	10.3	19	874	1625	555	206^	592	225^	397	390	291	171^	894	368	592	527	430	229^	89^	LT	50v	11v
11.30 - 12.00				A	10.6	23	900	1460	473	206^	533	228^	355	322	241^	154^	875	346	567	471	422	247^	38v	LT	14v	LT
CBS SAT. NEWS-SCHIEFFER	19	161	181	A	8.8	18	747	1207	460	103^	466	45^	151^	147^	228	298	644	190	268	284	259	317	31v	LT	66^	12v
SAT. 6.30P 30 CBS N		84	93	B	9.4	18	798	1492	649	201	699	115	255	258	330	405	639	166	282	283	298	309	56	27	98	53
CBS TUESDAY NIGHT MOVIES	17	201	206	A	15.0	25	1274	1482	779	264	848	228	427	398	415	354	480	130	224	234	214	210	104	33^	50^	40^
TUE. 9.00P 120 CBS FF		98	99	B	16.4	26	1392	1596	772	296	862	273	488	451	415	316	511	171	294	276	249	174	128	71	95	67
9.00 - 9.30				A	14.9	23	1265	1477	761	272	843	221	425	404	414	362	464	136	219	237	191	202	98^	42^	72^	60^
9.30 - 10.00				A	15.0	23	1274	1469	759	262	830	220	417	404	411	346	474	134	217	235	202	211	99^	39^	66^	52^
10.00 - 10.30				A	15.2	26	1290	1488	794	261	855	239	437	398	414	349	479	121	222	231	227	209	114	29^	40^	26^
10.30 - 11.00				A	14.9	27	1265	1485	798	254	864	228	429	383	427	365	496	130	234	233	231	214	102	23v	23v	17v
CBS WEDNESDAY NIGHT MOVIE	22	202	194	A	10.4	17	883	1592	674	257	735	234	436	377	355	277	647	250	406	384	293	191	85^	31v	125^	87^
1 WED. 8.30P 150 CBS FF		98	94	B	12.2	19	1036	1645	702	271	770	240	447	399	382	277	617	200	383	362	321	190	129	50	129	87
2 WED. 9.00P 120																										
8.30 - 9.00				A	9.1	14	773	1585	584	245^	658	181^	338	304^	328	292^	487	168^	292^	293^	239^	164^	165^	86^	275^	125^
9.00 - 9.30				A	10.2	15	866	1597	677	262	738	222	438	387	361	281	634	232	386	373	306	200	85^	34v	140^	105^
9.30 - 10.00				A	10.2	16	866	1615	695	280	764	253	473	397	362	275	670	263	418	410	306	195	81^	25v	100^	75^
10.00 - 10.30				A	11.1	19	942	1587	708	254	757	243	443	392	360	278	660	264	429	401	285	184	67^	18v	103^	80^
10.30 - 11.00				A	10.8	20	917	1586	671	241	728	245	436	369	355	273	687	275	438	387	293	200	73^	24v	98^	79^
CHARLES IN CHARGE	21	205		A	13.7	21	1163	1592	534	193^	639	214	403	341	281	204^	356	113^	211^	167^	178^	135^	282	169^	315	189^
1 WED. 8.00P 30 CBS CS		99		B	13.5	21	1146	1806	664	283	773	313	495	398	309	245	446	164	292	259	206	130	279	170	308	209
CHEERS	24	203	205	A	21.4	32	1817	1706	715	291	841	364	565	473	351	221	556	281	394	336	227	131	173	94	136	100
1 THU. 9.00P 30 NBC CS		99	98	B	19.7	29	1673	1816	759	358	856	367	562	494	356	236	601	277	423	380	256	140	200	109	159	112
2 THU. 9.35P 30																										
CODE NAME: FOXFIRE	6	191	178	A	10.8	18	917	1957	716	318	804	243	487	428	387	272	595	139	356	376	344	192	234	118^	324	217
FRI. 8.00P 60 NBC A		95	93	B	12.1	19	1027	1853	717	284	786	248	475	441	397	256	597	167	341	331	324	208	174	80	296	196
8.00 - 8.30				A	10.2	17	866	1932	710	312	798	236	472	419	384	284	582	134^	335	353	332	203	228	120^	324	218
8.30 - 9.00				A	11.5	19	976	1956	714	320	800	246	497	433	386	258	603	143	372	391	352	182	233	114^	320	213
COVER-UP	19	196	196	A	12.2	22	1036	1718	670	314	728	218	434	419	373	244	647	180	393	354	364	235	204	121^	139	87^
SAT. 10.00P 60 CBS GD		98	97	B	13.7	25	1163	1754	721	289	786	246	491	461	407	249	672	209	432	421	373	198	151	60	145	112
10.00 - 10.30				A	12.2	22	1036	1716	687	311	738	216	441	439	385	242	656	175	390	350	375	247	187	105^	135	87^
10.30 - 11.00				A	12.2	23	1036	1710	652	315	717	222	426	399	360	243	640	186	397	354	354	224	212	132	141	87^
CRAZY LIKE A FOX	10	199	205	A	19.5	29	1656	1595	756	236	832	194	395	394	410	394	571	139	281	291	292	247	108	47^	84	57^
SUN. 9.00P 60 CBS PD		98	99	B	19.6	28	1664	1642	759	302	846	202	417	411	427	376	581	139	303	317	320	228	104	43	111	75
9.00 - 9.30				A	19.1	28	1622	1584	744	230	822	191	385	380	401	398	565	136	282	288	291	244	107	42^	90	53^
9.30 - 10.00				A	20.0	30	1698	1593	763	241	837	196	402	404	413	390	573	140	277	292	292	248	105	51^	78	62^

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME (WK # DAY START TIME DUR NET PROG. TYPE¤)	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
DALLAS	23	203		A	22.7	36	1927	1654	849	371	921	248	470	460	425	397	511	131	243	261	245	215	65^	32v	157	102^
1 FRI. 9.00P 60 CBS GD		99		B	25.1	39	2131	1647	854	322	937	283	486	452	409	399	505	153	258	255	229	211	90	50	115	75
9.00 - 9.30				A	22.3	35	1893	1666	847	370	920	245	457	450	420	408	517	142	247	264	240	215	65^	30v	164	99^
9.30 - 10.00				A	23.1	37	1961	1637	847	371	920	252	483	470	428	384	504	121^	236	262	246	213	66^	33^	147	103^
DETECTIVE IN THE HOUSE	2	199	199	A	13.7	23	1163	1695	721	293	817	166	379	357	401	389	588	120	295	286	302	268	128	28v	162	108^
FRI. 8.00P 60 CBS A		98	99	B	13.7	23	1163	1695	721	293	817	166	379	357	401	389	588	120	295	286	302	268	128	28	162	108
8.00 - 8.30				A	12.8	21	1087	1684	737	286	827	164	381	362	412	397	582	117	288	276	293	269	117	27v	158	104^
8.30 - 9.00				A	14.5	24	1231	1709	709	302	812	169	383	356	395	381	598	123	302	299	312	267	134	26^	165	111
DIFF'RENT STROKES-SAT.	24	196	193	A	13.3	23	1129	1877	665	247	753	250	441	391	292	276	482	156	304	285	234	144	216	115	426	245
SAT. 8.00P 30 NBC CS		96	94	B	15.1	26	1282	1963	710	278	789	277	455	409	320	290	440	146	250	245	214	151	279	183	455	321
DOUBLE TROUBLE	15		187	A	11.4	19	968	1799	650	215^	711	166^	344	349	296	317	459	99^	249^	295	283	164^	257	193^	372	226^
2 SAT. 8.30P 30 NBC CS			94	B	14.0	23	1189	2039	694	267	783	281	477	424	336	261	448	154	265	257	227	143	317	217	491	354
DYNASTY	24	207	207	A	23.4	35	1987	1562	843	352	954	329	545	481	422	350	500	164	272	266	216	184	49^	35^	59^	28^
WED. 9.00P 60 ABC GD		99	99	B	25.1	37	2131	1682	840	355	954	354	579	501	412	320	541	213	326	289	221	178	93	54	94	52
9.00 - 9.30				A	22.4	33	1902	1579	844	354	955	331	551	487	420	347	512	166	281	273	224	188	43^	34^	69	28^
9.30 - 10.00				A	24.4	37	2072	1543	845	351	956	329	544	475	421	352	487	160	262	257	207	180	51^	34^	49^	24^
E/R(B)			178	A	8.0	12	679	1452	607	178^	691	94^	214^	222^	269^	444	527	118^	277^	236^	271^	237^	98^	28v	136^	82v
2 THU. 8.36P 24 CBS CS			92																							
EYE TO EYE	1		203	A	18.1	28	1537	1531	751	279	804	228	430	424	409	305	555	141^	329	313	316	192	94^	45^	78^	62^
2 THU. 9.35P 60 ABC PD			99	B	18.1	28	1537	1531	751	279	804	228	430	424	409	305	555	141	329	313	316	192	94	45	78	62
9.30 - 10.00				A	16.7	25	1418	1576	748	314	793	239	418	412	406	287	585	150^	339	325	332	203	104^	51^	94^	78^
10.00 - 10.30				A	18.9	30	1605	1497	753	256	812	223	444	435	418	312	533	130^	322	304	311	183	87^	39^	65^	49^
FACTS OF LIFE	22	193	191	A	17.4	26	1477	1789	686	292	794	270	494	445	379	247	428	142	276	257	216	138	258	167	309	245
WED. 9.00P 30 NBC CS		96	97	B	16.2	24	1375	1780	744	304	813	300	505	451	367	256	475	176	301	270	221	146	259	145	233	174
FALCON CREST	22	198		A	17.6	30	1494	1412	815	327	891	216	429	442	430	414	449	148^	230	211	164^	193	57^	36v	15v	12v
1 FRI. 10.00P 60 CBS GD		97		B	20.1	34	1706	1541	842	299	923	251	448	430	418	416	467	136	228	226	214	207	90	53	61	44
10.00 - 10.30				A	18.0	30	1528	1432	834	355	911	228	451	459	442	410	441	141^	225	203	158^	192	65^	39v	15v	8v
10.30 - 11.00				A	17.2	30	1460	1384	794	296	868	203	407	422	418	417	454	153^	236	218	171	193	47^	31v	15v	15v
FALL GUY	25	206	206	A	15.8	24	1341	1763	705	254	761	243	417	399	319	294	631	230	388	376	282	204	133	52^	238	172
WED. 8.00P 60 ABC A		99	99	B	17.4	27	1477	1823	688	266	771	273	445	376	332	288	641	233	397	351	292	206	145	59	266	175
8.00 - 8.30				A	14.3	22	1214	1765	714	252	761	244	411	401	319	300	636	225	385	384	291	207	118	41^	250	176
8.30 - 9.00				A	17.3	26	1469	1749	698	255	761	245	422	396	315	290	621	233	387	367	271	198	140	58^	227	166
FAMILY TIES	25	200	203	A	23.5	35	1995	1805	726	309	858	329	567	510	381	237	493	221	331	279	209	132	198	112	256	187
1 THU. 8.30P 30 NBC CS		97	98	B	21.7	32	1842	1968	756	332	856	354	555	494	362	240	526	225	356	319	228	134	264	156	322	220
2 THU. 9.05P 30																										
FINDER OF LOST LOVES	21	191	196	A	13.1	24	1112	1478	698	312	828	203	327	325	361	415	488	129	248	250	245	204	71^	40^	91^	42^
SAT. 10.00P 60 ABC GD		97	97	B	13.7	25	1163	1536	777	283	861	225	411	394	400	394	467	129	235	229	231	195	113	73	95	66
10.00 - 10.30				A	13.0	23	1104	1457	678	297	805	207	316	316	339	403	485	131	247	249	237	203	73^	43^	94^	40^
10.30 - 11.00				A	13.3	25	1129	1477	709	323	839	195	330	331	377	422	483	126	246	248	247	202	71^	37^	84^	42^
FOUL UPS, BLEEPS&BLUNDERS(S)		205		A	10.8	19	917	1563	482	319	625	228^	344	296	317	217^	829	327	587	539	417	208^	44v	32v	65v	10v
1 SUN. 10.30P 30 ABC U		99																								
GARFIELD IN THE ROUGH(S)			200	A	13.6	23	1155	2369	687	281	751	301	538	486	374	161^	689	329	512	474	299	146^	197^	107^	732	352
2 SAT. 8.00P 30 CBS EA			96																							

PROGRAM NAME / WK # DAY, START TIME, DUR, NET, PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	NO. OF STATIONS & PROGRAM COVERAGE WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	HOUSEHOLD AUDIENCES SHARE %	HOUSEHOLD AUDIENCES AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS (12–17) FEM.	CHILDREN (2–11) TOTAL	CHILDREN (2–11) 6–11
EVENING CONT'D																										
GIMME A BREAK	16	188	184	A	12.4	21	1053	1854	692	308	788	262	505	434	347	255	445	191	280	241	189	134	275	191	346	216
SAT. 9.00P 30 NBC CS		93	93	B	14.1	23	1197	1982	721	296	822	309	525	460	371	241	442	157	274	270	220	132	290	189	428	305
HARDCASTLE & MCCORMICK	11	205	204	A	15.9	24	1350	1813	681	309	805	295	475	359	338	299	633	209	365	348	292	230	216	84^	159	110
MON. 8.00P 60 ABC A		98	99	B	16.5	24	1401	1858	735	305	842	285	481	400	399	312	638	220	370	338	299	229	154	69	224	150
8.00 - 8.30				A	15.7	24	1333	1780	674	314	803	294	463	357	336	305	621	202	350	338	283	230	193	70^	163	119
8.30 - 9.00				A	16.1	24	1367	1838	683	302	803	296	483	357	338	290	643	213	375	356	300	230	238	96	154	101
HIGHWAY TO HEAVEN	22	201	199	A	18.0	27	1528	1814	819	309	895	245	454	454	410	385	526	120	261	275	285	225	172	91	221	157
WED. 8.00P 60 NBC GD		96	97	B	18.0	28	1528	1809	806	299	872	235	442	449	427	358	536	147	281	282	264	217	161	78	240	171
8.00 - 8.30				A	17.0	26	1443	1838	829	302	902	243	452	457	408	395	537	129	274	287	285	224	166	87^	233	161
8.30 - 9.00				A	19.0	28	1613	1782	804	310	882	244	451	449	410	374	515	112	249	264	284	226	177	95	208	153
HILL STREET BLUES	24	206	210	A	15.1	26	1282	1590	737	332	845	391	589	514	361	196	606	299	452	367	259	132	79^	32^	60^	36^
1 THU. 10.00P 60 NBC OP		98	99	B	16.8	28	1426	1654	718	333	796	348	556	503	365	184	707	318	530	476	332	141	94	40	57	38
2 THU. 10.30P 60																										
10.00 - 10.30				A	13.9	22	1180	1520	649	346	775	365	547	476	331	196^	582	271	426	407	251	126^	122^	60^	41v	24v
10.30 - 11.00				A	15.0	26	1274	1576	743	342	864	404	604	504	364	205	580	301	437	350	230	129	71^	30^	61^	37^
11.00 - 11.30				A	16.3	31	1384	1664	798	302	867	391	596	557	379	182	668	318	500	365	316	138^	55^	14v	74^	43v
HOTEL	23	207	207	A	19.3	34	1639	1392	761	301	857	235	415	393	408	371	466	136	238	234	217	198	46^	34^	23^	15v
WED. 10.00P 60 ABC GD		99	99	B	20.0	34	1698	1537	810	313	915	295	501	445	417	352	506	180	277	241	218	192	75	48	41	26
10.00 - 10.30				A	19.8	33	1681	1413	774	309	875	254	434	400	409	369	461	137	236	228	212	194	45^	33^	32^	22^
10.30 - 11.00				A	18.8	34	1596	1359	745	293	836	213	394	386	405	371	470	135	238	237	220	202	41^	33^	12v	8v
HUNTER	1		183	A	13.0	24	1104	1611	685	221^	717	187^	443	406	358	237	617	174^	368	392	374	175^	150^	118^	127^	75^
2 SAT. 10.00P 60 NBC OP			93	B	13.0	24	1104	1611	685	221	717	187	443	406	358	237	617	174	368	392	374	175	150	118	127	75
10.00 - 10.30				A	12.9	23	1095	1641	701	224^	732	189^	461	423	374	233	619	169^	364	401	379	174^	163^	130^	127^	80^
10.30 - 11.00				A	13.2	24	1121	1562	662	214^	695	181^	420	384	339	239	608	177^	366	375	362	176^	136^	105^	123^	70^
IT'S MAGIC CHARLIE BROWN(S)			199	A	14.2	23	1206	2347	686	267	700	273	488	460	368	165^	671	319	502	474	263	148^	155^	80^	821	38C
2 SAT. 8.30P 30 CBS EA			96																							
IT'S YOUR MOVE	8	181		A	12.0	20	1019	1813	678	350	769	316	519	419	329	212^	442	210^	292	160^	174^	150^	381	263	221^	137^
1 SAT. 9.30P 30 NBC CS		91		B	12.4	20	1053	1985	696	272	782	306	520	459	345	208	449	173	290	262	228	123	334	219	420	317
JEFFERSONS	9	187	195	A	11.3	17	959	1699	719	320	821	238	445	394	352	345	471	168	228	227	192	201	102^	70^	305	173
TUE. 8.00P 30 CBS CS		95	97	B	11.3	17	959	1731	720	302	835	236	419	385	365	362	504	168	244	217	209	220	154	99	238	136
KATE & ALLIE	20	204	205	A	20.4	30	1732	1542	690	290	765	242	450	434	368	273	485	214	327	285	194	142	158	87	134	90
MON. 9.00P 30 CBS CS		99	99	B	18.8	27	1596	1619	769	311	853	291	494	463	369	311	464	158	285	268	216	153	150	88	152	105
KNIGHT RIDER	18	197	194	A	16.3	24	1384	2176	713	247	800	341	537	472	307	224	588	244	396	363	272	157	249	114	539	335
SUN. 8.00P 60 NBC A		99	94	B	16.7	24	1418	2122	696	263	762	314	505	454	333	208	645	263	448	407	300	155	225	113	490	335
8.00 - 8.30				A	15.6	24	1324	2188	707	242	796	332	532	466	313	225	595	247	403	372	276	157	246	110	551	347
8.30 - 9.00				A	17.1	25	1452	2143	716	246	795	349	538	472	298	216	572	240	386	353	264	152	251	114	525	321
KNOTS LANDING(B)			176	A	16.0	27	1358	1496	759	392	923	304	486	359	345	392	511	125^	217	226	246	219	54^	29v	8v	LT
2 FRI. 9.00P 60 CBS GD			91																							
9.00 - 9.30				A	15.5	26	1316	1530	769	410	950	325	507	353	343	403	520	124^	217	231	252	228	51^	27v	9v	LT
9.30 - 10.00				A	16.5	28	1401	1458	748	374	895	281	463	362	347	382	500	127^	218	221	237	206	55^	30v	8v	LT
LIFES-EMBARASSING MOMENTS(S)			200	A	15.5	23	1316	1906	636	410	768	317	519	448	368	175^	730	316	501	488	332	151^	239	145^	169^	139^
2 SUN. 8.00P 60 ABC GV			94																							
8.00 - 8.30				A	14.6	22	1240	1972	640	407	773	331	519	462	363	165^	741	329	522	500	332	150^	257	164^	201^	153^
8.30 - 9.00				A	16.4	23	1392	1840	634	411	762	302	516	440	374	180	716	304	482	475	329	147^	221	127^	141^	123^

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
LOVE BOAT	25	192	192	A	13.9	23	1180	1611	713	320	829	221	372	322	348	394	495	118	279	246	246	202	138	78^	149	75^
SAT. 9.00P 60 ABC CS		98	95	B	15.5	26	1316	1645	780	275	866	231	390	365	363	423	509	137	249	231	237	227	136	84	134	88
9.00 - 9.30				A	13.5	23	1146	1577	703	304	815	211	369	306	345	391	492	119	278	238	241	203	125	64^	145	69^
9.30 - 10.00				A	14.4	24	1223	1623	714	329	834	224	370	333	350	394	491	114	273	250	248	198	148	90^	150	81^
MACGRUDER AND LOUD	8	200	196	A	12.4	19	1053	1571	672	282	803	344	503	390	305	248	516	198	319	322	220	162	154	104^	98^	67^
TUE. 9.00P 60 ABC OP		98	97	B	14.5	21	1231	1606	723	307	815	330	518	449	351	240	541	206	341	329	249	165	133	74	117	69
9.00 - 9.30				A	12.1	18	1027	1591	678	271	801	330	494	399	305	258	516	204	325	332	218	160	154	102^	120^	74^
9.30 - 10.00				A	12.6	20	1070	1555	671	292	810	362	515	384	307	239	519	193	316	312	224	165	150	103^	76^	62^
MAGNUM, P.I.	24	196		A	15.8	24	1341	1744	786	244	836	264	442	420	361	356	590	187	337	347	268	215	120^	42v	198	109^
1 THU. 8.00P 60 CBS PD		94		B	19.5	30	1656	1744	736	274	807	227	415	391	373	348	635	188	358	344	313	237	123	46	179	118
8.00 - 8.30				A	14.3	22	1214	1736	809	271	849	276	459	425	354	354	580	189^	331	332	252	219	110^	35v	197^	109^
8.30 - 9.00				A	17.3	26	1469	1741	766	218	822	251	425	414	367	357	594	183	336	357	278	213	129^	49^	196	109^
MATT HOUSTON	24	192	200	A	12.8	22	1087	1586	743	317	838	228	435	460	430	311	545	160	281	279	274	225	92^	67^	111^	79^
FRI. 10.00P 60 ABC PD		98	98	B	12.5	21	1061	1687	744	313	825	273	509	495	420	248	572	176	338	334	317	185	140	75	150	109
10.00 - 10.30				A	12.7	21	1078	1617	746	321	844	231	444	472	432	306	569	160	281	291	297	236	85^	64^	119	77^
10.30 - 11.00				A	12.8	22	1087	1560	741	309	832	223	421	449	429	319	523	163	283	267	252	214	101^	72^	104^	81^
MIAMI VICE	22	190	193	A	15.9	27	1350	1792	697	344	815	383	620	489	344	161	642	291	481	405	281	138	194	92^	141	114
FRI. 10.00P 60 NBC OP		97	97	B	14.2	24	1206	1778	673	303	752	331	555	478	355	153	704	308	519	474	329	146	164	68	158	120
10.00 - 10.30				A	15.5	26	1316	1798	685	326	795	380	608	475	325	160	625	276	469	401	281	131	202	90^	176	131
10.30 - 11.00				A	16.4	29	1392	1768	702	359	829	387	627	499	357	159	647	299	485	408	279	141	186	91^	106	97
MR. BELVEDERE	2	195	198	A	16.5	27	1401	1758	731	237	854	309	490	448	359	302	427	125	201	269	213	146	122	71^	355	237
FRI. 8.30P 30 ABC CS		98	97	B	16.5	27	1401	1758	731	237	854	309	490	448	359	302	427	125	201	269	213	146	122	71	355	237
MOONLIGHTING	3	205	206	A	11.3	20	959	1634	771	305	864	372	528	448	358	277	638	234	397	369	293	182	92^	30v	40^	31v
TUE. 10.00P 60 ABC PD		99	99	B	12.1	21	1027	1631	752	263	819	339	493	444	333	269	625	235	377	347	282	196	129	38	58	39
10.00 - 10.30				A	11.7	20	993	1635	786	309	870	381	543	454	358	272	621	227	389	364	288	177	102^	35^	42^	32v
10.30 - 11.00				A	10.9	20	925	1621	755	297	856	360	509	441	360	284	644	235	398	369	296	185	81^	23v	40^	29v
MOST BEAUTIFUL GIRL-WORLD(S)		196		A	15.0	24	1274	1633	717	233	790	222	382	390	346	335	588	211	358	318	254	196	138^	94^	117^	47v
1 MON. 9.00P 124 NBC AC		98																								
9.00 - 9.30				A	15.6	23	1324	1842	691	198	792	237	385	387	334	328	559	221	334	325	218	186^	153^	80^	338	93^
9.30 - 10.00				A	14.8	23	1257	1598	709	195^	793	224	379	393	335	331	609	253	385	318	222	203	134^	98^	62^	62^
10.00 - 10.30				A	14.8	24	1257	1606	761	247	815	224	396	418	360	338	593	201	368	312	266	196^	154^	115^	44v	19v
10.30 - 11.00				A	14.8	26	1257	1546	731	298	786	212	385	382	356	345	613	188^	364	333	307	198	120^	90^	27v	18v
MURDER, SHE WROTE	21	201	206	A	20.9	31	1774	1679	752	310	828	180	368	386	423	406	601	142	290	284	306	265	118	59^	132	62^
SUN. 8.00P 60 CBS SM		98	99	B	19.7	29	1673	1658	779	317	861	193	398	398	431	405	576	131	281	292	309	247	99	45	122	79
8.00 - 8.30				A	20.6	31	1749	1696	761	313	836	182	370	388	429	412	605	149	295	285	298	266	118	58^	137	59^
8.30 - 9.00				A	21.1	31	1791	1661	744	307	820	179	367	383	417	402	593	135	286	283	312	262	119	59^	129	66^
NBC MONDAY NIGHT MOVIES	22		196	A	14.9	23	1265	1851	983	361	1064	396	649	558	490	342	609	189^	343	326	356	216	156^	97^	22v	22v
2 MON. 9.00P 120 NBC FF			98	B	19.2	29	1630	1742	813	309	881	294	529	486	441	287	587	208	366	346	297	176	154	79	120	81
9.00 - 9.30				A	14.5	21	1231	1784	915	333	1017	368	625	519	473	335	585	158^	294	321	356	218	163^	93^	19v	19v
9.30 - 10.00				A	14.9	22	1265	1833	946	352	1032	379	595	511	473	358	627	169^	336	359	394	220	154^	76^	20v	20v
10.00 - 10.30				A	15.4	25	1307	1917	1024	379	1089	420	669	596	492	340	599	211	357	309	322	213	182^	108^	47v	47v
10.30 - 11.00				A	14.6	26	1240	1886	1050	379	1124	420	713	603	532	338	629	215	384	319	356	218	133^	112^	LT	LT
NBC NEWS DIGEST-M-F	118	146	148	A	13.2	20	1121	1872	741	295	843	275	507	459	395	285	545	193	339	316	262	178	217	122	267	187
1 M-F 8.58P 1 NBC N		77	78	B	14.3	21	1214	1919	746	300	820	288	489	447	378	273	599	217	371	347	280	192	205	104	295	201
2 MTUWF 8.58P 1																										
2 THU. 9.33P 1																										

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																														
NBC NEWS DIGEST-2-M-F					54	167	158	A	11.0	17	934	1738	747	306	850	310	520	474	391	278	551	194	345	334	282	174	185	94	152	133
1 TU&TH	9.58P	1	NBC	N		83	83	B	13.6	21	1155	1736	746	310	821	304	517	478	385	246	591	221	382	358	292	170	179	82	145	104
2 MON.	9.53P	2																												
2 W & F	9.58P	1																												
NBC NEWS DIGEST-SAT					24	141	144	A	10.5	17	891	1889	617	292	710	233	412	404	262	262	430	132^	257	244	212	147	307	210	442	247
SAT.	8.58P	1	NBC	N		78	78	B	11.7	19	993	1970	707	278	800	290	469	416	321	291	427	151	246	238	197	148	302	203	441	313
NBC NEWS DIGEST-2-SAT.					11	148		A	7.2	12	611	1717	607	368^	709	250^	453	445	366^	201^	421	150^	278^	207^	209^	143^	354^	224^	233^	175^
1 SAT.	9.58P	1	NBC	N		78		B	9.8	16	832	1892	706	285	778	295	501	454	367	226	471	157	297	297	265	130	293	167	350	274
NBC NEWS DIGEST-SUN					23	145	148	A	12.5	18	1061	1977	689	240	777	330	514	450	297	228	502	205	308	283	230	166	228	143	470	290
SUN.	8.58P	1	NBC	N		81	77	B	14.1	20	1197	2017	717	274	787	291	483	430	361	254	643	242	411	376	302	195	196	113	391	260
NBC NEWS DIGEST-2-SUN.					12		171	A	11.4	18	968	1618	673	281	784	240^	460	406	362	280	620	178^	326	367	405	202^	85^	LT	129^	92^
2 SUN.	9.59P	3	NBC	N			86	B	15.1	23	1282	1721	708	301	774	270	480	435	378	248	638	232	416	399	336	174	151	56	158	108
NBC NIGHTLY NEWS-SAT.					21	165	166	A	7.4	15	628	1336	615	194^	675	111^	245	225	301	403	627	70^	297	266	363	330	LT	LT	34v	12v
SAT.	6.30P	30	NBC	N		92	92	B	8.7	17	739	1466	689	195	721	126	268	284	332	400	614	134	259	259	283	317	51	15	80	51
NBC NIGHTLY NEWS-SUN					14	165	168	A	7.7	15	654	1656	610	206	677	150^	237	320	305	339	707	246	356	381	320	237	94^	62^	178^	94^
SUN.	6.30P	30	NBC	N		90	90	B	7.9	13	671	1564	657	245	713	161	288	302	328	358	618	169	288	305	288	263	82	57	151	96
NBC NIGHTLY NEWS					118	201	201	A	11.2	20	951	1557	701	235	773	171	323	316	352	392	573	99	232	249	334	295	67	29^	144	76
M-F	6.30P	30	NBC	N		99	99	B	11.4	20	968	1595	738	253	799	174	330	339	381	400	609	137	262	289	300	293	58	31	129	79
NBC SUNDAY NIGHT MOVIE					22	201	203	A	15.7	24	1333	1770	771	343	891	351	630	522	433	209	546	195	339	347	299	151	210	110	123	84^
SUN.	9.00P	120	NBC	FF		99	99	B	16.6	25	1409	1747	727	314	809	286	512	472	411	234	641	236	414	399	330	171	149	67	148	104
9.00 - 9.30								A	15.6	23	1324	1896	777	355	889	341	635	538	434	203	580	197	368	383	330	155	234	105	193	128
9.30 - 10.00								A	15.5	23	1316	1861	776	355	897	361	648	530	426	201	573	210	354	361	309	162	233	114	158	104
10.00 - 10.30								A	15.7	25	1333	1698	778	343	900	352	625	516	436	221	527	197	323	333	282	143	187	104	84^	59^
10.30 - 11.00								A	15.9	27	1350	1630	750	324	873	343	608	500	438	216	502	173	308	318	280	140	190	119	65^	45^
NBC WHITE PAPER(S)						185		A	8.9	16	756	1570	693	272^	741	278^	452	502	328^	206^	649	316^	473	355	265^	154^	96^	51v	84v	84v
1 SAT.	10.00P	60	NBC	DN		96																								
10.00 - 10.30								A	8.9	16	756	1602	723	288^	776	286^	463	525	352	215^	654	328^	482	356	260^	151^	88^	53v	84v	84v
10.30 - 11.00								A	8.8	16	747	1539	662	254^	706	272^	443	477	303^	197^	647	307^	467	357	271^	157^	102^	47v	84v	84v
NEWHART					19	205	207	A	20.5	31	1740	1521	734	287	818	274	490	452	377	287	516	227	330	292	200	165	121	60^	66^	38^
MON.	9.30P	30	CBS	CS		99	99	B	18.9	28	1605	1577	775	322	864	298	506	465	372	311	482	176	298	277	215	159	127	67	104	72
NEWSBREAK-M-F					121	175	178	A	13.1	21	1112	1527	764	280	851	252	460	428	391	339	520	172	288	267	234	191	86	37^	70	47^
1 MWF	9.58P	1	CBS	N		84	85	B	15.4	24	1307	1601	782	296	864	259	461	437	400	347	515	153	284	273	255	194	112	57	110	75
1 TUE.	10.01P	1																												
1 THU.	10.06P	1																												
2 M & F	9.58P	1																												
2 TUE.	10.00P	1																												
2 WED.	9.53P	1																												
NEWSBREAK-SAT.					25	171	175	A	10.2	17	866	1799	620	298	671	184	371	380	336	239	775	268	505	437	381	252	170	67^	183	104^
SAT.	9.58P	1	CBS	N		86	86	B	12.1	20	1027	1780	662	274	733	208	427	416	379	260	728	226	441	429	391	237	131	56	188	140
NEWSBREAK-SUN.					24	186	185	A	16.0	24	1358	1571	727	217	798	189	384	395	410	370	570	138	273	289	287	250	133	60^	70^	64^
SUN.	9.58P	1	CBS	N		91	89	B	16.3	25	1384	1593	774	285	857	217	408	402	404	390	571	151	299	303	291	229	87	45	78	57
NIGHT COURT					23	198	190	A	18.0	28	1528	1692	712	339	831	356	548	468	357	222	575	304	428	355	227	122	163	73^	123	94
CONT'D																														

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
NIGHT COURT-CONT'D																										
1 THU. 9.30P 30 NBC CS		97	97	B	17.5	26	1486	1747	747	351	840	363	553	493	351	225	602	279	433	393	264	132	174	90	131	94
2 THU. 10.05P 25																										
OFF THE RACK	2	194	200	A	13.3	21	1129	1536	678	300	819	269	446	435	378	299	452	125	223	261	236	174	103^	60^	162	109^
FRI. 9.30P 30 ABC CS		98	98	B	13.3	21	1129	1536	678	300	819	269	446	435	378	299	452	125	223	261	236	174	103	60	162	109
OTHERWORLD	8	192		A	8.3	14	705	2040	664	273^	749	241^	480	421	412	234^	705	238^	485	451	361	185^	276^	151^	310^	201^
1 SAT. 8.00P 60 CBS A		96		B	10.4	17	883	2106	734	291	794	263	526	476	398	228	726	261	495	459	377	179	224	85	362	256
8.00 - 8.30				A	8.3	14	705	2041	656	273^	745	219^	470	419	424	232^	665	220^	435	404	337^	189^	329^	188^	302^	202^
8.30 - 9.00				A	8.3	14	705	2021	665	269^	747	262^	487	424	399	232^	741	256^	535	499	380	176^	218^	112^	315^	200^
PEOPLE'S CHOICE AWARDS(S)		202		A	19.2	31	1630	1547	750	279	880	272	444	431	362	371	550	218	326	276	216	185	60^	39^	57^	35v
1 THU. 9.00P 120 CBS AC		99																								
9.00 - 9.30				A	18.5	28	1571	1535	757	274	866	272	436	435	342	387	513	169	286	269	221	196	69^	39v	87^	49^
9.30 - 10.00				A	19.1	30	1622	1478	761	287	867	253	438	448	371	377	513	182	280	254	205	198	63^	40^	35v	16v
10.00 - 10.30				A	20.2	32	1715	1562	745	259	870	262	441	431	366	353	567	253	359	281	212	164	63^	52^	62^	48^
10.30 - 11.00				A	19.0	33	1613	1606	734	298	914	294	460	411	373	369	609	267	383	297	230	185	40^	29v	43^	30v
PUNKY BREWSTER	21	186	187	A	11.7	19	993	2054	594	235	698	326	460	375	214	208	355	88^	195	218	226	102^	276	192	725	455
SUN. 7.30P 30 NBC CS		95	95	B	11.5	18	976	2143	653	259	745	289	484	420	311	229	493	199	319	311	221	131	267	166	638	426
REMINGTON STEELE	20	200	201	A	15.4	27	1307	1555	737	316	808	303	519	466	373	233	581	239	401	336	263	155	104	49^	62^	52^
TUE. 10.00P 60 NBC PD		99	99	B	17.2	29	1460	1598	719	298	788	272	497	468	393	235	629	243	438	391	313	158	106	40	75	52

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
10.00 - 10.30				A	15.5	26	1316	1573	746	329	818	305	532	478	380	231	583	242	404	336	264	157	106	49^	66^	56^
10.30 - 11.00				A	15.4	28	1307	1516	721	300	787	299	501	449	359	230	576	238	398	332	258	153	97	47^	56^	46^
RIPLEY'S BELIEVE IT-NOT	24	194	187	A	11.0	18	934	2105	722	303	823	358	558	482	353	232	808	349	560	505	348	191	171	89^	303	216
SUN. 7.00P 60 ABC U		96	91	B	11.6	18	985	2113	721	292	805	321	526	463	366	220	782	317	533	479	357	201	182	64	344	232
7.00 - 7.30				A	10.5	18	891	2085	745	308	848	365	567	481	364	246	790	334	538	492	338	196	151	80^	296	223
7.30 - 8.00				A	11.6	19	985	2090	695	290	790	349	543	476	336	216	809	358	573	510	349	182	184	95^	307	211
RIPTIDE	20	200	200	A	19.1	29	1622	1786	746	330	810	284	521	473	369	237	648	234	443	385	310	179	216	92	112	80
TUE. 9.00P 60 NBC PD		99	97	B	19.5	30	1656	1755	693	302	763	272	477	444	361	235	660	245	438	404	320	183	175	62	157	112
9.00 - 9.30				A	19.2	29	1630	1807	735	322	800	278	509	465	361	238	665	245	457	397	313	183	220	93	122	83
9.30 - 10.00				A	18.9	29	1605	1765	758	338	822	293	535	482	376	236	634	223	431	374	310	175	209	89	100	75^
ROMANCE OF BETTY BOOP(S)			205	A	15.2	23	1290	2171	640	262	703	351	579	478	311	106^	489	222	410	371	223	55^	220	131^	759	486
2 WED. 8.30P 30 CBS EA			99																							
ST. ELSEWHERE	23	205	203	A	13.8	24	1172	1506	747	356	834	363	576	539	354	206	490	237	380	331	220	88^	106^	46^	76^	42^
WED. 10.00P 60 NBC GD		99	99	B	13.9	23	1180	1593	786	357	853	354	583	551	392	216	566	268	432	381	248	110	111	48	63	38
10.00 - 10.30				A	14.0	24	1189	1518	743	356	831	355	573	534	358	208	490	238	383	332	219	88^	109	51^	88^	53^
10.30 - 11.00				A	13.6	25	1155	1480	748	354	831	373	579	542	344	200	484	231	375	328	221	85^	100^	37^	65^	29^
SARA	7	190	190	A	14.4	22	1223	1711	673	286	770	252	474	445	386	241	488	193	334	288	240	137	223	144	230	186
WED. 9.30P 30 NBC CS		96	97	B	15.1	22	1282	1712	715	317	786	293	499	455	356	231	518	212	359	301	238	135	237	120	171	136
SCARECROW & MRS. KING	20	208	204	A	16.5	25	1401	1573	710	326	779	234	428	409	356	313	474	134	296	294	247	164	118	54^	202	149
MON. 8.00P 60 CBS GD		99	99	B	17.5	26	1486	1646	759	313	842	248	446	427	380	350	481	130	260	255	245	190	123	70	200	138
8.00 - 8.30				A	16.0	24	1358	1561	709	321	779	233	423	398	353	318	459	125	286	282	242	161	108	47^	215	157
8.30 - 9.00				A	17.1	25	1452	1569	705	325	772	235	429	417	354	305	482	140	301	302	249	164	126	59^	189	139
SILVER SPOONS	21	183	186	A	10.0	17	849	1969	570	249	691	306	447	383	244	191	378	120^	208	246	207	99^	249	136^	651	393
SUN. 7.00P 30 NBC CS		95	94	B	10.5	16	891	2009	637	275	725	271	458	401	316	227	498	199	321	309	225	129	244	149	542	367

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
EVENING CONT'D																										
60 MINUTES	26	209	209	A	21.8	36	1851	1630	713	287	786	175	321	348	375	394	716	207	354	351	326	308	70	23^	58^	19^
SUN. 7.00P 60 CBS DN		99	99	B	22.4	35	1902	1618	737	290	792	169	335	348	386	400	690	183	350	351	342	288	64	26	72	42
7.00 - 7.30				A	20.3	35	1723	1597	696	273	762	162	304	331	362	391	726	204	354	349	335	318	71^	21^	38^	14v
7.30 - 8.00				A	23.2	37	1970	1661	729	299	804	186	334	360	385	397	709	209	354	350	318	304	75	27^	73	24^
SNOOPY GETS MARRIED(S)			208	A	17.5	27	1486	2100	599	225	672	353	533	422	287	118^	467	202	359	351	210	74^	208	112^	753	451
2 WED. 8.00P 30 CBS EA			99																							
SPORTSBREAK-SAT	26	186	194	A	11.8	19	1002	2109	688	273	726	247	473	445	403	207	684	285	494	470	300	163	143	72^	556	261
SAT. 8.58P 1 CBS SN		94	92	B	11.9	20	1010	2007	694	269	758	247	467	440	373	244	712	261	465	431	359	207	166	67	371	248
SPORTSBREAK-SUN	26	198	201	A	18.3	26	1554	1707	754	308	826	186	379	393	423	396	613	147	304	301	319	261	132	64^	136	64^
SUN. 8.58P 1 CBS SN		97	95	B	18.5	27	1571	1682	783	310	863	202	404	404	426	398	582	143	298	303	308	237	108	54	129	85
T.J. HOOKER	21	192	193	A	14.4	24	1223	1704	727	272	831	209	393	315	353	395	610	160	302	257	263	281	134	86^	129	66^
SAT. 8.00P 60 ABC OP		98	96	B	13.6	23	1155	1678	732	276	822	210	372	337	362	398	582	136	270	270	282	270	118	61	156	99
8.00 - 8.30				A	13.5	23	1146	1678	716	256	814	194	371	295	343	403	604	168	292	250	236	285	128	83^	132	55^
8.30 - 9.00				A	15.4	26	1307	1705	729	282	839	219	408	327	358	387	607	154	306	258	279	274	133	87^	126	75^
TV BLOOPERS & PRAC. JOKES	22	200	199	A	17.5	26	1486	1756	688	261	773	283	443	388	337	271	520	167	272	295	267	185	204	125	259	165
MON. 8.00P 60 NBC CV		98	97	B	17.3	26	1469	1901	740	297	824	316	506	429	359	263	557	206	346	312	260	180	237	116	283	197
8.00 - 8.30				A	16.9	26	1435	1797	693	240	771	264	424	383	345	284	528	169	271	294	268	194	207	130	291	177
8.30 - 9.00				A	18.0	26	1528	1719	688	280	777	299	461	393	332	260	509	165	273	294	263	176	200	121	233	154
THREE'S A CROWD	19	195	188	A	13.8	21	1172	1873	800	291	879	318	523	421	383	304	543	219	354	333	233	148	232	154	219	157
TUE. 8.00P 30 ABC CS		98	96	B	14.8	22	1257	1797	740	283	829	304	469	383	345	309	532	211	317	283	217	179	190	108	246	156
TRAPPER JOHN, M.D.	20	206	204	A	17.3	29	1469	1464	755	253	807	192	387	383	394	378	520	135	269	273	264	214	75^	25^	62^	38^
SUN. 10.00P 60 CBS GD		99	99	B	16.5	27	1401	1504	740	288	842	221	415	391	393	380	540	168	301	286	268	203	67	38	55	31
10.00 - 10.30				A	17.2	27	1460	1479	759	263	815	192	399	394	400	374	515	130	264	268	265	213	80^	30^	69^	41^
10.30 - 11.00				A	17.4	30	1477	1442	750	243	799	192	374	373	388	382	523	140	272	275	262	215	67^	19v	53^	34^
20/20	22	198	204	A	17.0	29	1443	1466	702	262	761	196	385	395	396	313	591	171	327	325	301	232	68^	30^	46^	45^
1 THU. 10.00P 60 ABC DN		99	99	B	14.5	24	1231	1544	738	293	798	196	417	426	421	315	618	167	337	358	316	223	81	41	47	33
2 THU. 10.35P 60																										
10.00 - 10.30				A	15.4	25	1307	1449	629	268	691	188^	359	378	365	271	621	200	331	324	289	260	64^	27v	73^	73^
10.30 - 11.00				A	16.7	29	1418	1444	694	263	744	183	377	390	390	305	584	175	324	320	294	226	65^	25^	51^	49^
11.00 - 11.30				A	19.1	36	1622	1500	765	252	835	219	417	416	424	355	575	150^	326	322	305	224	68^	35v	22v	22v
UNDER ONE ROOF	1		188	A	11.0	18	934	1515	628	192^	706	238^	467	415	321	201^	402	163^	208^	220^	174^	130^	144^	123^	263^	201^
2 SAT. 9.30P 30 NBC CS			95	B	11.0	18	934	1515	628	192	706	238	467	415	321	201	402	163	208	220	174	130	144	123	263	201
V	7	179	179	A	11.4	18	968	2070	640	224	700	325	547	445	317	143	623	232	482	451	327	108^	313	145	434	345
FRI. 9.00P 60 NBC SF		93	93	B	11.9	19	1010	2015	624	255	702	327	551	454	318	131	616	256	463	420	304	118	286	133	411	288
9.00 - 9.30				A	11.0	17	934	2084	645	220	711	321	550	442	329	146	627	227	485	448	335	115^	288	140	458	356
9.30 - 10.00				A	11.9	19	1010	2035	631	226	686	324	537	445	305	139	614	236	476	448	315	101^	328	149	407	331
WEBSTER	2	199	196	A	17.1	28	1452	1841	709	236	832	289	471	445	353	304	442	125	210	280	223	149	113	65^	454	279
FRI. 8.00P 30 ABC CS		99	97	B	17.1	28	1452	1841	709	236	832	289	471	445	353	304	442	125	210	280	223	149	113	65	454	279
WHO'S THE BOSS?	19	197	193	A	15.5	23	1316	1847	790	317	872	345	543	436	379	270	526	225	354	343	222	126	226	165	223	168
TUE. 8.30P 30 ABC CS		97	96	B	15.9	23	1350	1783	757	311	847	330	513	424	355	280	526	210	324	296	225	160	193	120	217	139
WILDSIDE	1		203	A	16.1	24	1367	1654	702	239	740	237	397	372	355	282	656	220	403	365	335	215	116^	40v	142^	92^
2 THU. 8.35P 60 ABC A			99	B	16.1	24	1367	1654	702	239	740	237	397	372	355	282	656	220	403	365	335	215	116	40	142	92
8.30 - 9.00				A	14.3	21	1214	1666	732	200^	760	218	410	394	395	298	650	215	400	362	330	210	97^	37^	159^	96^
9.00 - 9.30				A	17.5	26	1486	1654	682	256	723	246	385	356	326	270	668	230	413	373	340	218	128^	42	135^	83^

KEY: A CURRENT REPORT B SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1985 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
•LATE FRINGE																										
ABC NEWS:NIGHTLINE	96	193	197																							
1 M-F 11.30P 30 ABC N		96	98	A	5.9	17	501	1244	586	173	613	132	283	273	343	261	583	183	324	339	270	216	24v	12v	24v	24v
2 MTUF 11.30P 30				B	5.7	16	484	1320	617	220	674	165	343	324	362	266	571	164	314	309	288	216	39	19	36	23
2 WED. 11.30P 31																										
ABC NEWS:NIGHTLINE-TUE(B)			198																							
2 TUE. 12.00M 16 ABC N			98	A	4.3	16	365	1167	515^	181^	515^	148v	208^	231^	241^	246^	652^	279^	430^	265^	264^	222^	LT	LT	LT	LT
ABC NEWS:NIGHTLINE-MON(B)			196																							
2 MON. 12.00M 37 ABC N			98	A	4.0	16	340	932	426^	94v	426^	65v	159v	170v	361^	191^	506^	71v	218^	250^	282^	256^	LT	LT	LT	LT
12.00 - 12.30				A	4.1	15	348	968	442^	78v	442^	78v	192^	172v	364^	192^	526^	75v	254^	290^	296^	236^	LT	LT	LT	LT
12.30 - 1.00				A	3.6	17	306	768^	350^	167v	350^	LT	LT	167v	350^	183v	418^	58v	58v	58v	220^	360^	LT	LT	LT	LT
ABC NEWS:NIGHTLINE-THU(B)			195																							
2 THU. 12.05A 41 ABC N			98	A	5.1	18	433	1113	423^	330^	533^	217^	289^	250^	195^	209^	491^	103v	281^	311^	266^	180^	89v	53v	LT	LT
12.00 - 12.30				A	5.6	19	475	1189	461^	329^	562	208^	298^	281^	217^	210^	497^	112v	291^	335^	267^	162^	130v	78v	LT	LT
12.30 - 1.00				A	4.4	18	374	944	348^	329^	471^	230^	268^	193^	150v	203^	473^	86v	259^	259^	256^	214^	LT	LT	LT	LT
ABC NEWS:NIGHTLINE-FRI(B)			193																							
2 FRI. 12.00M 53 ABC N			96	A	4.6	15	391	1225	438^	215^	504^	92v	276^	265^	358^	172^	513^	186^	261^	261^	197^	252^	LT	LT	208^	208^
12.00 - 12.30				A	4.8	15	408	1279	514^	280^	590^	117v	320^	302^	409^	212^	498^	182^	278^	278^	169^	220^	LT	LT	191^	191^
12.30 - 1.00				A	4.4	17	374	1128	319^	115v	369^	51v	204^	208^	278^	110v	532^	190^	233^	233^	234^	299^	LT	LT	227^	227^
ABC ROCKS	21	132		A	2.5	8	212	1075^	438^	156v	584^	208v	307^	211v	297v	226v	284v	118v	156v	156v	142v	128v	99v	99v	108v	108v
1 FRI. 12.00M 32 ABC PC		72		B	2.1	7	178	1081	423	188	504	231	378	304	229	85	387	177	277	241	179	98	82	29	108	79
ABC WEEKEND REPORT-SAT.	23	163	163	A	4.2	10	357	1451	707	294^	707	298^	547	327^	409	160^	432	183^	270^	202^	181^	146^	231^	209^	81v	81v
SAT. 11.30P 15 ABC N		87	87	B	4.2	11	357	1265	677	195	708	188	383	370	400	252	455	111	221	219	253	201	63	50	39	31
ABC WEEKEND REPORT-SUN.	24	167	166	A	3.9	14	331	1073	469	230^	514	112^	208^	233^	254^	214^	532	193^	335^	329^	188^	184^	27v	27v	LT	LT
SUN. 11.30P 15 ABC N		90	90	B	3.9	12	331	1257	604	224	653	232	373	323	315	223	513	181	323	278	247	168	36	LT	55	26
CBS NCAA BSKBL CHAMP-THU.(S)		200		A	4.5	18	382	1309	488^	196^	495^	84v	191^	233^	233^	244^	811	332^	453^	479^	417^	206^	LT	LT	LT	LT
1 THU. 11.31P 121 CBS SE		98																								
11.30 - 12.00				A	5.8	17	492	1392	587	295^	609	168^	292^	314^	317^	234^	771	293^	472^	486^	428^	171^	12v	12v	LT	LT
12.00 - 12.30				A	4.7	17	399	1281	466^	216^	466^	59v	185^	229^	264^	235^	815	318^	452^	506^	444^	206^	LT	LT	LT	LT
12.30 - 1.00				A	4.0	19	340	1268	447^	141v	447^	77v	162v	217^	173v	230^	821	362^	421^	465^	382^	238^	LT	LT	LT	LT
1.00 - 1.30				A	3.6	22	306	1268	409^	105v	409^	LT	85v	131v	131v	278^	859	371^	454^	454^	400^	229^	LT	LT	LT	LT
CBS NCAA BSKBL POST-THU.(S)		200		A	2.7	21	229	1070^	393^	LT	393^	LT	152v	152v	152v	241v	677^	445^	468^	289^	149v	209v	LT	LT	LT	LT
1 THU. 1.32A 28 CBS SC		98																								
CBS NCAA BSKBL CHAMP-FRI.(S)		198		A	4.3	15	365	1225	533^	192^	563^	271^	375^	376^	188^	173v	628^	268^	474^	337^	259^	154v	34v	LT	LT	LT
1 FRI. 11.30P 118 CBS SE		98																								
11.30 - 12.00				A	5.4	14	458	1456	650	318^	731	273^	474^	477^	321^	214^	607	207^	452^	399^	310^	155^	118v	19v	LT	LT
12.00 - 12.30				A	4.6	15	391	1210	530^	141v	543^	297^	357^	357^	148v	186^	667	337^	519^	372^	230^	148v	LT	LT	LT	LT
12.30 - 1.00				A	3.6	15	306	1082	481^	125v	481^	265^	340^	340^	130v	141v	601^	274^	448^	265^	219^	153v	LT	LT	LT	LT
1.00 - 1.30				A	3.3	17	280	1086	414^	143v	414^	250^	279^	279^	75v	135v	672^	283^	511^	297^	271^	161v	LT	LT	LT	LT
CBS NCAA BSKBL POST-FRI.(S)		198		A	2.3	13	195	1092^	370^	221v	370^	205v	205v	241v	41v	129v	722^	306v	512^	206v	272v	210v	LT	LT	LT	LT
1 FRI. 1.28A 18 CBS SC		98																								
CBS NCAA BSKBL CHMP TH 2(S)		204		A	4.6	17	391	974	233^	59v	253^	97v	169^	146v	82v	84v	647	335^	412^	207^	202^	205^	LT	LT	74v	54v
2 THU. 11.32P 125 CBS SE		99																								
11.30 - 12.00				A	5.9	15	501	1012	327^	80v	385^	159^	260^	216^	109v	125v	581	269^	404^	238^	226^	140^	LT	LT	46v	30v
CONT'D																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
LATE FRINGE CONT'D																										
CBS NCAA BSKBL CHM-CONT'D																										
12.00 - 12.30				A	4.9	17	416	863	180^	65v	180^	72v	115v	98v	55v	65v	638	349^	412^	209^	197^	195^	LT	LT	45v	26v
12.30 - 1.00				A	4.3	19	365	1197	110v	14v	120v	24v	50v	26v	39v	70v	1003	644^	729	293^	222^	244^	LT	LT	74v	52v
1.00 - 1.30				A	3.8	21	323	861	319^	87v	319^	133v	248^	248^	130v	71v	409^	112v	127v	99v	154v	260^	LT	LT	133v	111v
1.30 - 2.00				A	2.8	19	238	756^	210v	47v	210v	47v	139v	139v	92v	71v	382^	59v	59v	25v	248v	323^	LT	LT	164v	139v
CBS NCAA BSKBL CHMP FR 2(S)			203	A	3.9	19	331	1130	233^	87v	315^	84v	167v	155v	148v	130v	815	417^	673^	583^	356^	142v	LT	LT	LT	LT
2 FRI. 12.30A 119 CBS SE			99																							
12.30 - 1.00				A	4.7	17	399	1163	258^	155v	288^	30v	112v	112v	168^	146v	875	431^	646	578^	364^	229^	LT	LT	LT	LT
1.00 - 1.30				A	4.2	19	357	1151	228^	107v	306^	79v	165v	114v	145v	113v	845	461^	756	656^	384^	89v	LT	LT	LT	LT
1.30 - 2.00				A	3.3	19	280	1211	193v	50v	314^	122v	208v	208v	132v	106v	897	478^	782^	586^	398^	115v	LT	LT	LT	LT
2.00 - 2.30				A	3.3	23	280	1004	236^	LT	372^	136v	203v	203v	136v	169v	632^	292^	525^	518^	279^	107v	LT	LT	LT	LT
CBS NCAA BSKBL POST-THUR.(S)			197	A	1.8	13	153	529^	340v	LT	340v	LT	209v	209v	209v	131v	189v	LT	LT	LT	39v	189v	LT	LT	LT	LT
2 THU. 1.37A 23 CBS SC			97																							
CBS NCAA BSKBL POST-FR.(S)			191	A	2.0	16	170	1059^	324v	LT	330v	LT	183v	183v	229v	147v	729^	387^	629^	629^	242v	100v	LT	LT	LT	LT
2 FRI. 2.29A 6 CBS SC			95																							
CBS NEWS NIGHTWATCH-1	114	64	58	A	1.1	11	93	1011	366^	140v	398^	215^	291^	237^	76v	107v	613^	290^	355^	333^	301^	194^	LT	LT	LT	LT
1 WTHSU 2.00A 30 CBS N		62	57	B	1.2	13	102	894	415	185	457	130	269	264	250	138	429	183	268	246	201	133	LT	LT	LT	LT
2 M-THSU 2.00A 30																										
CBS NEWS NIGHTWATCH-2	20	76	76	A	1.0	13	85	706^	247^	95v	294^	94v	177v	236^	142v	58v	412^	95v	271^	283^	317^	129v	LT	LT	LT	LT
M-THSU 2.30A 30 CBS N		69	70	B	1.0	13	85	747	259	129	329	100	206	247	182	76	418	130	247	241	259	153	LT	LT	LT	LT
CBS NEWS NIGHTWATCH-3	20	100	100	A	1.0	20	85	659^	283^	201^	318^	165v	224^	154v	83v	70v	341^	153v	224^	189^	188^	117v	LT	LT	LT	LT
1 MWTHSU 3.00A 180 CBS N		87	87	B	1.0	20	85	677	282	194	312	129	230	200	142	LT	365	129	217	188	188	142	LT	LT	LT	LT
1 TUE. 3.00A 120																										
2 M-THSU 3.00A 180																										
3.00 - 3.30				A	1.1	18	93	817	312^	258^	376^	129v	215^	280^	151v	96v	441^	151v	269^	269^	290^	172^	LT	LT	LT	LT
3.30 - 4.00				A	1.0	19	85	847	353^	212^	353^	95v	177v	247^	152v	106v	494^	177v	283^	283^	317^	211^	LT	LT	LT	LT
4.00 - 4.30				A	1.0	20	85	765	318^	176v	318^	141v	248^	201^	107v	70v	447^	247^	306^	236^	200^	141v	LT	LT	LT	LT
4.30 - 5.00				A	1.0	21	85	741	365^	212^	365^	212^	306^	188^	94v	59v	376^	176v	259^	200^	200^	117v	LT	LT	LT	LT
5.00 - 5.30				A	1.0	23	85	494^	200^	200^	259^	200^	200^	LT	LT	59v	235^	141v	176v	117v	94v	59v	LT	LT	LT	LT
5.30 - 6.00				A	1.0	22	85	376^	212^	200^	282^	200^	200^	LT	LT	82v	94v	LT	94v	LT	LT	LT	LT	LT	LT	LT
CBS NIGHTWATCH-1(B)			49	A	1.0	11	85	1306^	659v	236v	659v	LT	LT	236v	447v	423v	647v	200v	270v	94v	70v	377v	LT	LT	LT	LT
1 TUE. 2.00A 30 CBS N			43																							
CBS NEWS SPECIAL REPORT(S)			197	A	6.4	19	543	1125	645	302^	707	57v	308^	363^	410^	344^	381^	94v	132^	177^	164^	204^	18v	LT	19v	19v
1 MON. 11.30P 30 CBS N			97																							
CBS SUNDAY NEWS-OSGOOD	25	138	138	A	5.8	12	492	1614	847	250^	902	235^	435	455	409	392	630	225^	384	291	288	239^	36v	17v	46v	29v
SUN. 11.00P 15 CBS N		73	73	B	5.8	12	492	1391	711	272	798	185	367	378	383	370	531	172	300	284	259	207	40	20	22	15
DAVID LETTERMAN I	95	192	191	A	3.4	17	289	1180	509	228	564	267	360	290	197^	138^	585	301	412	305	233	162^	31v	LT	LT	LT
1 MON. 12.34A 30 NBC GV		99	98	B	3.7	18	314	1282	527	186	578	240	336	286	241	170	632	361	478	334	212	127	42	LT	30	LT
1 TU-TH 12.30A 30																										
2 M-W 12.30A 30																										
2 THU. 1.00A 30																										
DAVID LETTERMAN II	95	192	190	A	2.7	18	229	1144	515	201^	563	349	428	222^	105^	127^	572	309	397	249^	193^	175^	LT	LT	LT	LT
1 MON. 1.04A 30 NBC GV		99	98	B	2.8	18	238	1237	499	182	538	246	335	266	217	145	627	379	489	325	204	117	30	LT	42	LT
CONT'D																										

KEY: A CURRENT REPORT B SEASON AVERAGE

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PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
LATE FRINGE CONT'D																														
DAVID LETTERMAN II-CONT'D																														
1 TU-TH	1.00A	30																												
2 M-W	1.00A	30																												
2 THU.	1.30A	30																												
EYE ON HOLLYWOOD					72	104	103	A	1.8	7	153	1007	340^	196^	484	196^	248^	123^	229^	197^	523	183^	346^	242^	301^	170^	LT	LT	LT	LT
1 MON.	12.00M	33	ABC	GV		64	64	B	1.7	6	144	1049	462	188	539	194	307	236	251	180	485	163	287	266	262	165	LT	LT	LT	LT
1 TU & W	12.00M	31																												
1 THU.	12.00M	30																												
2 TUE.	12.16A	30																												
2 WED.	12.01A	30																												
FRIDAY NIGHT VIDEOS					23	183	187	A	3.9	19	331	1275	492	183^	558	340^	431	351^	159^	99^	495	307^	386	278^	157^	102^	219^	91v	LT	LT
FRI.	12.30A	90	NBC	PC		97	98	B	3.3	16	280	1200	427	165	498	291	386	270	156	90	436	278	357	231	127	68	192	80	74	68
12.30 - 1.00								A	4.9	19	416	1584	611	281^	773	464	608	462	234^	105^	596	341	469	350	213^	111^	208^	99^	LT	LT
1.00 - 1.30								A	3.7	18	314	1083	395^	105^	399^	261^	312^	242^	92v	87v	449	277^	356^	251^	153^	93v	235^	86v	LT	LT
1.30 - 2.00								A	3.1	19	263	1027	391^	118v	395^	239^	284^	284^	99v	111v	407^	297^	297^	202^	80v	110v	225^	88v	LT	LT
G MICHAELS SPORTS MACHINE					26	73	70	A	1.3	5	110	909^	373^	228v	464^	64v	237v	282v	400^	182v	373^	127v	191v	191v	128v	182v	LT	LT	72v	72v
SUN.	12.00M	15	NBC	SC		48	47	B	1.5	5	127	862	376	208	409	93	240	272	265	117	436	198	317	303	181	103	LT	LT	LT	LT
LATE MOVIE I					123	190	190	A	5.2	19	441	1304	627	272	699	241	422	376	304	225	528	188	338	283	281	165	63^	36^	14v	14v
1 MON.	12.00M	67	CBS	FF		94	95	B	5.3	17	450	1228	581	205	641	202	377	355	334	207	500	194	326	279	236	146	58	31	29	18
1 TUE.	11.30P	66																												
1 WED.	11.30P	68																												
2 M-W	11.30P	67																												
11.30 - 12.00								A	5.6	17	475	1288	605	249	700	255	421	366	297	232	503	173	326	259	282	156	64^	35^	21v	21v
12.00 - 12.30								A	5.1	20	433	1300	644	291	718	250	444	394	313	220	506	184	320	277	260	155	66^	39^	LT	LT
12.30 - 1.00								A	4.7	23	399	1346	611	266	649	193	370	342	293	225	655	258	435	366	332	200	42^	30v	LT	LT
1.00 - 1.30								A	4.4	27	374	912	406^	150v	406^	LT	131v	193^	193^	213^	506^	223^	295^	295^	130v	211^	LT	LT	LT	LT
LATE MOVIE II					123	190	190	A	3.4	20	289	1394	612	239	651	222	422	359	284	173^	720	380	506	329	288	200^	23v	20v	LT	LT
1 MON.	1.07A	45	CBS	FF		94	95	B	3.6	19	306	1150	534	195	586	180	360	337	314	169	491	211	332	285	226	132	48	25	25	LT
1 TUE.	12.36A	51																												
1 WED.	12.38A	48																												
2 MON.	12.37A	49																												
2 TUE.	12.37A	45																												
2 WED.	12.37A	47																												
12.30 - 1.00								A	3.6	19	306	1474	686	306	735	277	503	413	324	173^	689	352	492	314	295	184^	50v	36v	LT	LT
1.00 - 1.30								A	3.3	22	280	1425	586	193^	636	207^	397	346	272	178^	779	429	547	346	299	215^	LT	LT	LT	LT
1.30 - 2.00								A	2.7	22	229	948^	389^	136v	389^	LT	170v	227v	227v	162v	559^	240v	323^	323^	179v	236v	LT	LT	LT	LT
SATURDAY NIGHT					22	198	196	A	7.2	21	611	1416	483	205^	539	317	430	325	154^	93^	582	388	527	384	172^	39v	220	107^	75^	52v
1 SAT.	11.30P	80	NBC	GV		98	98	B	7.5	22	637	1518	546	253	632	327	481	378	243	116	566	305	479	398	228	70	231	108	89	78
2 SAT.	11.30P	81																												
11.30 - 12.00								A	8.2	21	696	1526	564	242	626	351	477	339	186	135^	567	343	480	376	191	71^	214	109^	119^	86^
12.00 - 12.30								A	7.0	22	594	1377	458	211^	490	297	403	321	139^	69^	606	419	573	409	175^	18v	232	107^	49v	28v
12.30 - 1.00								A	5.9	21	501	1297	379	133^	457	279	379	302	118^	60v	597	434	562	369	144^	19v	218^	104^	25v	25v
TONIGHT SHOW					117	198	197	A	6.3	20	535	1344	636	220	701	258	364	345	266	258	567	257	376	300	235	165	44^	13v	32^	28v
1 MON.	11.34P	60	NBC	GV		99	99	B	7.1	22	603	1366	634	215	687	214	345	334	314	267	584	254	385	313	255	169	57	20	38	25
1 TU-F	11.30P	60																												
2 MTUWF	11.30P	60																												
2 THU.	12.00M	60																												

CONT'D

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
LATE FRINGE CONT'D																										
TONIGHT SHOW-CONT'D																										
11.30 - 12.00				A	7.0	20	594	1365	635	216	696	236	352	355	279	263	591	238	368	321	268	183	38^	10v	40^	35^
12.00 - 12.30				A	5.9	21	501	1307	625	227	692	275	375	332	248	249	551	275	385	281	208	150	46^	12v	18v	18v
12.30 - 1.00				A	5.6	24	475	1023	542	93v	615	236^	282^	288^	200^	213^	305^	130v	231^	231^	135^	74v	80v	23v	23v	23v
•WEEKDAY DAYTIME																										
ABC AFTERSCHOOL SPECIAL(S)			199	A	6.1	18	518	1473	581	249^	775	304^	533	384^	347^	242^	150^	40v	69v	67v	67v	43v	214^	177^	334^	259^
2 WED. 4.00P 60 ABC FV			98																							
4.00 - 4.30				A	5.6	18	475	1448	615	291^	832	331^	588	398^	373^	244^	126v	LT	33v	80v	80v	46v	185^	155^	305^	250^
4.30 - 5.00				A	6.6	18	560	1484	550	209^	723	281^	484	369^	323^	239^	166^	72v	96v	57v	57v	37v	238^	196^	357^	265^
ABC DAYTIME NEWSBRIEF-M-F	120	205	204	A	7.8	27	662	1285	785	262	890	429	596	501	364	223	179	98	112	74^	31^	65^	60^	56^	156	64^
M-F 2.58P 1 ABC N		99	99	B	8.1	27	688	1298	801	232	899	445	636	490	350	219	223	101	131	95	57	86	69	58	107	37
ABC WORLD NEWS-MORN-615A	120	110	110	A	1.7	17	144	882	458	271^	479	125^	417^	402^	354^	49v	306^	146^	222^	222^	90v	84v	LT	LT	76v	76v
M-F 6.15A 15 ABC N		78	78	B	1.5	16	127	1137	544	279	574	179	400	377	298	140	438	114	276	282	259	140	46	LT	79	72
ABC WORLD NEWS-MORN-645A	120	169	169	A	2.8	18	238	1349	765	383	857	344	656	584	441	167^	251^	88^	134^	126^	101^	117^	93^	46v	148^	59v
M-F 6.45A 15 ABC N		93	93	B	2.5	18	212	1330	652	276	699	222	488	483	387	155	445	134	263	268	242	155	72	42	114	74
ALL MY CHILDREN	114	207	207	A	7.6	26	645	1301	839	266	958	501	682	555	329	217	186	92^	129	112	55^	55^	47^	47^	110	33^
M-F 1.00P 60 ABC DD		99	99	B	8.1	26	688	1371	869	258	976	507	706	528	344	222	240	123	161	116	67	76	49	39	106	24
1.00 - 1.30				A	7.2	25	611	1290	838	253	950	490	665	546	329	224	182	93^	127	111	53^	53^	50^	50^	108	29^
1.30 - 2.00				A	8.0	27	679	1302	834	274	957	509	690	556	325	211	189	93	132	110	54^	55^	47^	47^	109	35^
ANOTHER WORLD	117	201	201	A	5.1	18	433	1372	859	181	978	299	513	467	393	441	187	37^	68^	60^	105^	106^	84^	80^	123^	65^
M-F 2.00P 60 NBC DD		99	98	B	5.6	19	475	1383	894	176	986	319	513	430	423	439	242	87	107	86	96	116	50	41	105	38
2.00 - 2.30				A	5.2	18	441	1363	851	190	973	304	514	462	387	436	192	38^	70^	58^	105^	109^	77^	73^	121^	61^
2.30 - 3.00				A	5.0	18	425	1360	860	167	976	288	507	469	398	445	170	30v	56^	52^	97^	102^	92^	88^	122^	66^
AS THE WORLD TURNS	122	205	206	A	6.7	23	569	1149	780	128	862	241	389	341	318	426	195	56^	77^	75^	74^	96^	20v	LT	72^	28^
M-F 1.30P 60 CBS DD		99	99	B	7.1	23	603	1205	802	111	880	228	386	344	353	444	226	50	89	81	103	121	33	16	66	22
1.30 - 2.00				A	6.6	22	560	1155	762	116	840	218	369	343	319	426	208	56^	85^	80^	83^	102^	28v	LT	79^	28^
2.00 - 2.30				A	6.8	24	577	1139	796	137	880	261	405	338	317	425	180	53^	66^	66^	65^	93^	11v	11v	68^	29^
BODY LANGUAGE	120	104	104	A	2.6	8	221	1371	769	145^	874	268^	435	357	356	403	254^	51v	110^	126^	130^	122^	57v	22v	186^	32v
M-F 4.00P 30 CBS PV		55	55	B	2.8	8	238	1302	738	190	846	243	384	329	334	410	296	59	136	139	151	142	54	28	106	45
CAPITOL	122	195	197	A	5.7	20	484	1196	773	144	858	267	443	349	321	376	194	54^	66^	64^	80^	107^	63^	30v	81^	38^
M-F 2.30P 30 CBS DD		95	95	B	5.9	20	501	1205	763	121	853	236	395	342	359	407	219	49	88	79	107	119	56	27	77	27
CBS EARLY MORNING NEWS	125	142	142	A	1.6	15	136	801	426^	125^	434^	103v	162^	235^	191^	199^	367^	37v	66v	139^	161^	228^	LT	LT	LT	LT
M-F 6.30A 30 CBS N		89	89	B	1.6	16	136	1091	465	188	477	90	234	268	289	184	550	152	258	294	254	232	LT	LT	LT	LT
CBS MORNING NEWS 1	125	202	202	A	3.5	15	297	1155	656	209	670	115^	330	327	380	296	377	41v	131^	111^	165^	239	37v	LT	71^	20v
M-F 7.30A 30 CBS N		99	99	B	3.3	16	280	1148	596	176	620	116	312	318	319	268	448	67	177	167	203	260	28	LT	52	29
CBS MORNING NEWS 2	125	202	202	A	3.6	15	306	1255	699	137^	761	160^	339	316	324	363	357	98^	155^	134^	112^	196^	26v	LT	111^	26v
M-F 8.30A 30 CBS N		99	99	B	3.7	16	314	1110	629	118	669	120	275	278	313	342	363	70	136	128	144	211	21	LT	57	21
CBS SCHOOLBREAK SPECIALS(S)			189	A	5.7	16	484	1506	643	198^	724	218^	354^	261^	326^	340^	255^	60v	113v	113v	145^	142^	234^	138^	295^	206^
2 TUE. 4.30P 60 CBS CL			91																							
4.30 - 5.00				A	5.4	16	458	153"	690	179^	769	219^	411^	320^	378^	329^	240^	49v	85v	85v	151^	155^	229^	137v	299^	219^
5.00 - 5.30				A	6.0	16	509	1466	596	215^	673	217^	297^	202^	271^	345^	265^	69v	141^	141^	141^	124^	238^	137^	290^	194^
DAYS OF OUR LIVES CONT'D	117	207	207	A	7.0	24	594	1461	883	241	1006	403	600	486	362	384	295	98^	158	114	140	118	77^	68^	83^	49^

PROGRAM NAME / WK # DAY START TIME DUR NET	T/C THIS SEASON / PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																										
DAYS OF OUR LIVES-CONT'D																										
M-F 1.00P 60 NBC	DD	99	99	B	7.2	23	611	1398	842	212	942	341	524	439	399	374	308	110	146	113	123	141	66	55	82	33
1.00 - 1.30				A	6.8	23	577	1470	878	235	1008	407	599	484	359	388	306	101^	160	118	146	125	76^	64^	80^	47^
1.30 - 2.00				A	7.3	25	620	1411	869	232	988	395	594	482	357	372	266	86^	142	107	125	106	74^	65^	83^	49^
FAMILY FEUD	113	183	182	A	3.3	14	280	1118	780	260	801	290	447	443	379	311	190^	80^	116^	86^	60^	68^	41v	35v	86^	35v
M-F 11.30A 30 ABC	QP	89	89	B	3.3	13	280	1322	791	202	868	385	537	418	308	288	298	142	178	144	94	100	53	35	103	40
GENERAL HOSPITAL	114	204	205	A	8.5	28	722	1265	747	241	845	391	562	454	336	225	164	76^	98	61^	45^	63^	135	119	121	82^
M-F 3.00P 60 ABC	DD	99	99	B	9.1	28	773	1335	800	224	896	434	626	475	345	227	220	96	131	95	69	85	118	103	101	53
3.00 - 3.30				A	8.3	28	705	1235	743	226	832	389	547	451	325	222	169	79^	98	61^	45^	68^	121	107	113	75^
3.30 - 4.00				A	8.7	28	739	1275	748	250	853	389	575	457	346	225	154	70^	91	56^	43^	60^	145	129	123	85
GOOD MORNING, AMERICA-730	120	204	204	A	5.2	23	441	1265	766	270	807	239	520	491	436	242	326	65^	158	166	181	157	73^	45^	59^	11v
M-F 7.30A 30 ABC	N	99	99	B	4.9	23	416	1299	727	221	747	250	435	421	346	255	388	82	178	179	209	188	59	23	105	54
GOOD MORNING, AMERICA-830	120	202	202	A	5.3	22	450	1140	747	175	777	222	444	416	414	291	285	70^	136^	131^	122^	140	18v	18v	60^	LT
M-F 8.30A 30 ABC	N	99	99	B	5.5	23	467	1220	766	166	790	228	414	394	380	326	352	89	157	145	157	182	16	LT	62	20
GUIDING LIGHT	121	204	206	A	7.4	24	628	1301	734	188	876	247	467	409	376	376	199	54^	69^	63^	73^	110	137	81^	89^	54^
M-F 3.00P 60 CBS	DD	99	99	B	7.5	24	637	1300	763	149	865	219	412	362	391	408	210	45	85	78	101	112	133	73	92	45
3.00 - 3.30				A	7.2	24	611	1288	732	180	888	252	476	416	372	381	192	55^	67^	60^	66^	106	125	69^	83^	50^
3.30 - 4.00				A	7.6	24	645	1302	731	189	862	243	457	403	375	370	205	54^	73^	69^	81^	110	144	92^	91^	55^
LOVING	114	188	188	A	4.0	15	340	1176	743	231	870	390	520	432	318	274	214	91^	114^	96^	64^	94^	36v	36v	56^	17v
M-F 12.30P 30 ABC	DD	95	95	B	4.2	15	357	1317	784	226	890	440	619	451	330	230	256	110	134	87	63	118	46	35	125	39
NBC NEWS AT SUNRISE	120	179	179	A	2.3	17	195	1287	651	231^	651	108^	307^	385	436	241^	591	165^	263^	365	343	216^	LT	LT	25v	LT
M-F 6.30A 30 NBC	N	95	95	B	2.0	16	170	1258	674	233	685	111	357	409	431	250	509	153	308	304	262	170	LT	LT	36	LT
NBC NEWS DIGEST-DAYTIME	71	197	197	A	4.2	15	357	1325	821	165^	930	289	483	448	351	425	159^	28v	53^	47^	92^	98^	101^	97^	135^	72^
MWF 2.57P 1 NBC	N	97	97	B	4.6	15	391	1368	881	167	973	329	521	450	415	415	220	75	93	72	89	113	55	44	120	45
NEWSBREAK-11.57	123	182	181	A	6.4	26	543	1366	659	120	780	225	382	297	321	370	331	108^	170	132	116	160	78^	54^	177	54^
M-F 11.57A 2 CBS	N	86	85	B	7.3	28	620	1247	652	137	750	208	341	297	309	370	341	84	149	124	128	183	36	17	120	39
NEWSBREAK-3.57	121	186	185	A	5.9	18	501	1327	739	212	871	262	474	399	367	368	218	61^	78^	69^	76^	125	150	101^	88^	61^
M-F 3.57P 2 CBS	N	91	91	B	6.2	19	526	1284	755	157	854	225	398	344	366	408	215	44	85	82	107	116	118	63	97	53
ONE LIFE TO LIVE	115	204	205	A	6.9	24	586	1278	782	278	896	429	599	498	365	225	200	111	133	83^	31^	62^	59^	58^	123	54^
M-F 2.00P 60 ABC	DD	99	99	B	7.4	25	628	1299	822	251	927	466	662	514	357	218	221	104	132	95	52	83	59	50	92	29
2.00 - 2.30				A	6.7	24	569	1290	785	286	907	440	607	501	360	228	208	114	141	89^	34^	61^	57^	57^	118	50^
2.30 - 3.00				A	7.0	25	594	1264	788	273	896	425	596	500	370	227	186	108	125	77^	24v	58^	56^	55^	126	59^
PRESS YOUR LUCK	121	170	171	A	4.8	20	408	1248	628	142^	748	180	315	292	348	380	314	93^	191	161	140^	116^	34v	24v	152	67^
M-F 10.30A 30 CBS	QP	84	84	B	5.0	20	425	1303	692	145	794	208	342	301	345	408	317	74	146	141	148	149	43	21	149	56
PRICE IS RIGHT 1	122	207	207	A	7.1	29	603	1370	669	164	782	239	392	325	339	363	344	109	177	143	105	163	64^	35^	180	65^
M-F 11.00A 30 CBS	AP	99	99	B	7.2	29	611	1270	653	143	755	209	333	291	310	384	341	85	151	135	129	174	34	14	140	46
PRICE IS RIGHT 2	121	207	207	A	8.4	34	713	1325	638	133	749	202	334	278	314	383	354	109	170	132	107	182	61^	40^	161	54^
M-F 11.30A 30 CBS	AP	99	99	B	8.9	35	756	1261	651	135	748	198	326	292	308	382	345	82	145	128	127	186	37	17	131	41
RYAN'S HOPE	114	173	173	A	3.0	12	255	1275	689	184^	839	416	553	374	266	274	200^	63^	106^	67^	82^	86^	118^	59v	118^	51v
M-F 12.00N 30 ABC	DD	93	93	B	3.3	12	280	1360	785	210	926	469	651	457	328	246	237	90	124	94	83	106	55	39	142	43
SALE OF THE CENTURY	117	158	157	A	4.3	18	365	1290	728	150^	821	202	387	347	354	400	302	68^	134^	140^	129^	143^	36v	19v	131^	43^
M-F 10.30A 30 NBC	QG	88	88	B	4.5	18	382	1290	732	121	800	221	372	307	315	389	302	87	140	130	113	143	58	31	130	50

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1985 REPORT

AUDIENCE COMPOSITION — VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

PROGRAM NAME / WK # DAY / START TIME / DUR / NET	PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HH AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	W 18-34	W 18-49	W 25-54	W 35-64	W 55+	MEN TOTAL	M 18-34	M 18-49	M 25-54	M 35-64	M 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKDAY DAYTIME CONT'D																											
SANTA BARBARA		117	187	187	A	3.7	12	314	1529	778	140^	912	321	551	511	409	303	170^	29v	58^	53^	93^	103^	151^	121^	296	96^
M-F 3.00P 60 NBC	DD		95	94	B	3.4	11	289	1450	780	170	905	373	531	438	370	316	232	87	119	99	97	96	105	74	208	97
3.00 - 3.30					A	3.6	12	306	1510	794	134^	912	314	558	506	398	311	171^	31v	53^	51^	87^	109^	133^	111^	294	95^
3.30 - 4.00					A	3.8	12	323	1517	750	146^	899	330	536	503	408	292	164^	28v	58^	54^	92^	97^	163^	129^	291	94^
SCRABBLE		117	199	199	A	5.2	21	441	1236	732	142	815	194	348	288	336	431	316	98^	120^	108^	113^	169	33v	28v	72^	25v
M-F 11.30A 30 NBC	QG		95	95	B	5.7	22	484	1275	763	140	835	197	345	298	352	443	281	79	104	92	107	155	43	25	116	38
SEARCH FOR TOMORROW		118	150	149	A	3.1	12	263	1289	764	152^	844	251	353	304	297	460	316	53v	72^	99^	144^	187^	46v	42v	83^	42v
M-F 12.30P 30 NBC	DD		74	74	B	3.3	12	280	1288	771	147	840	195	305	291	385	481	302	69	78	88	125	188	54	39	92	34
SUPER PASSWORD		117	139	139	A	3.4	13	289	1201	685	87^	785	165^	259	225	288	485	300	72^	107^	98^	149^	169^	60^	56^	56^	LT
M-F 12.00N 30 NBC	QG		69	69	B	3.4	13	289	1231	737	139	811	142	287	283	344	474	280	73	106	84	120	160	51	41	89	32
TIME MACHINE		54	141	138	A	2.4	10	204	1407	765	152^	818	259^	544	485	387	245^	397	54v	162^	241^	245^	156^	LT	LT	177^	45v
M-F 10.00A 30 NBC	QG		85	85	B	2.8	11	238	1427	814	138	854	254	503	456	393	303	321	77	135	154	154	147	57	30	195	61
TODAY SHOW-7.30AM		120	202	202	A	5.1	22	433	1115	722	251	736	205	353	362	277	332	285	15v	65^	69^	136^	209	37^	37^	57^	53^
M-F 7.30A 30 NBC	N		99	99	B	4.5	21	382	1322	715	267	739	164	341	378	349	331	429	79	187	182	209	222	51	23	103	70
TODAY SHOW-8.30AM		120	202	202	A	5.1	21	433	1171	722	182	762	194	360	365	294	348	323	33v	76^	76^	129^	226	LT	LT	84^	35v
M-F 8.30A 30 NBC	N		99	99	B	4.8	20	408	1256	724	163	750	172	304	326	313	377	408	77	158	155	176	223	19	LT	79	28
TRIVIA TRAP		114	182	183	A	3.0	12	255	1051	596	161^	636	220^	361	337	283	240^	330	118^	188^	156^	169^	122^	38v	35v	47v	19v
M-F 11.00A 30 ABC	QP		88	89	B	3.2	13	272	1323	784	208	843	356	537	425	326	270	325	148	196	158	119	112	56	28	99	42
$25,000 PYRAMID		122	179	179	A	5.5	23	467	1169	653	100^	739	161	285	283	333	407	295	83^	160	139	118^	128^	30v	17v	105^	32v
M-F 10.00A 30 CBS	QP		89	89	B	5.4	22	458	1226	688	112	787	182	315	291	341	428	323	84	155	139	136	151	20	12	96	33
WHEEL OF FORTUNE		117	206	206	A	6.7	28	569	1232	703	130	786	184	300	291	329	419	286	80^	113	104^	111	154	35^	28^	125	28^
M-F 11.00A 30 NBC	QG		99	99	B	7.2	29	611	1241	759	135	828	187	322	299	344	446	279	72	104	85	109	161	39	23	95	34
YOUNG AND THE RESTLESS		121	207	208	A	7.5	28	637	1331	790	206	884	300	492	410	355	360	250	70^	118	104	103	118	63^	40^	134	51^
M-F 12.30P 60 CBS	DD		99	99	B	8.2	29	696	1266	796	154	889	293	470	403	377	377	256	61	104	91	108	136	38	23	83	22
12.30 - 1.00					A	7.5	29	637	1334	768	195	874	304	490	404	345	352	270	86^	140	116	104	122	58^	39^	132	50^
1.00 - 1.30					A	7.6	28	645	1302	790	204	876	289	485	407	360	362	226	53^	95^	90^	100	114	66^	42^	134	53^
•WEEKEND DAYTIME																											
ABC WEEKEND SPECIALS		24	188	188	A	4.5	15	382	1639	474	307^	613	301^	362	326^	217^	179^	208^	110^	198^	208^	98^	LT	317^	191^	501	262^
SAT. 12.00N 30 ABC	FV		95	95	B	5.0	16	425	1709	437	169	521	285	383	280	180	118	275	139	200	188	99	53	257	156	656	382
ABC WIDE WORLD-SPORTS SAT		12	207	206	A	5.8	14	492	1437	469	144^	534	137^	231^	194^	222^	260	601	194^	312	333	236^	250^	107^	80^	195^	122^
1 SAT. 4.30P 90 ABC	SA		99	99	B	7.1	16	603	1477	511	197	570	188	306	272	257	233	620	211	364	368	288	217	97	46	190	137
2 SAT. 4.34P 86																											
4.30 - 5.00					A	5.5	15	467	1364	486	115^	544	131^	229^	196^	225^	278	549	176^	253^	274	191^	266^	89^	44v	182^	126^
5.00 - 5.30					A	5.9	15	501	1405	484	152^	536	129^	227^	200^	223^	265	594	186^	299	314	228^	257	145^	116^	130^	101^
5.30 - 6.00					A	6.0	14	509	1536	433	171^	521	149^	234^	181^	217^	240^	649	212^	374	407	288	226^	95^	74^	271	138^
ALVIN AND THE CHIPMUNKS		26	204	205	A	7.6	26	645	1986	326	65^	421	241	322	254	151^	75^	285	125^	182^	165^	113^	61^	287	155^	993	530
SAT. 10.30A 30 NBC	CA		99	99	B	8.6	29	730	1773	319	102	360	207	282	196	130	68	204	119	152	122	60	39	254	162	955	553
AMERICAN BANDSTAND		25	170	170	A	3.6	12	306	1464	546	294^	624	297^	491	445	262^	120^	504	239^	408^	376^	215^	96v	173^	173^	163^	131^
SAT. 12.30P 60 ABC	PC		87	87	B	3.7	12	314	1563	465	183	570	312	434	316	200	120	380	187	253	235	152	86	231	151	382	217
12.30 - 1.00					A	3.5	11	297	1269	487	277^	530	308^	391^	373^	173^	112^	481	204^	420^	420^	250^	61v	80v	80v	178^	152^
1.00 - 1.30					A	3.7	12	314	1634	597	302^	708	288^	580	506	340^	128^	516	271^	392^	332^	178^	124^	260^	260^	150^	112^

KEY: A—CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
BUGS BUNNY/ROAD RUNNER 1	12	197	198	A	6.0	21	509	1788	294	131^	327	168^	240^	225^	72^	87^	316	247^	282	270	69^	34v	278	120^	867	504
SAT. 10.00A 30 CBS CA		98	98	B	6.0	20	509	1679	319	134	385	180	274	217	124	101	316	205	258	226	85	46	210	86	768	382
BUGS BUNNY/ROAD RUNNER 2	12	198	200	A	6.3	21	535	1555	291	179^	325	154^	228^	228^	84^	97^	202^	132^	177^	158^	70^	25v	271	125^	757	404
SAT. 10.30A 30 CBS CA		98	99	B	6.4	21	543	1668	321	179	375	178	263	207	120	98	308	185	248	197	97	53	223	79	762	380
BUGS BUNNY/ROAD RUNNER 3	12	186	192	A	5.9	20	501	1613	389	229^	416	271	304	207^	79^	112^	434	277	380	280	103^	54v	196^	97^	567	254
SAT. 11.00A 30 CBS CA		95	96	B	6.3	20	535	1764	386	219	467	257	344	234	134	111	376	231	298	223	106	67	204	73	717	361
CBS NCAA BSKBL CHAMP-SA-1	2	202	209	A	8.0	24	679	1402	345	162^	370	91^	178^	142^	196	157^	876	345	589	599	416	207	106^	8v	50^	49^
1 SAT. 12.00N 132 CBS SE		99	99	B	8.0	24	679	1402	345	162	370	91	178	142	196	157	876	345	589	599	416	207	106	8	50	49
2 SAT. 1.50P 126																										
12.00 - 12.30				A	5.8	19	492	1270	234^	143^	258^	54v	105v	121v	122v	137^	710	271^	456^	502^	358^	171^	164^	42v	138^	138^
12.30 - 1.00				A	7.2	23	611	1483	292^	176^	320^	39v	132^	153^	190^	167^	835	255^	488	604	460	231^	192^	30v	136^	136^
1.00 - 1.30				A	7.8	24	662	1305	321^	233^	346^	54v	141^	126^	222^	192^	761	277^	551	547	409	154^	127^	LT	71v	71v
1.30 - 2.00				A	7.8	23	662	1453	366	207	404	146^	217	110^	173^	170^	834	278	603	571	453	173^	137^	LT	78^	65^
2.00 - 2.30				A	8.0	23	679	1312	328	97^	353	87^	163^	124^	172^	150^	880	345	598	594	401	201	57^	LT	22v	22v
2.30 - 3.00				A	8.5	25	722	1375	337^	82v	351	77v	153^	134^	194^	140^	918	412	627	638	383	215^	89^	LT	17v	17v
3.00 - 3.30				A	9.2	27	781	1492	430	164^	444	123^	233^	165^	234^	156^	980	436	649	667	421	241^	68v	LT	LT	LT
3.30 - 4.00				A	10.3	29	874	1495	424	207^	437	101^	219^	198^	254^	161^	1013	427	667	647	444	263^	45v	LT	LT	LT
CBS NCAA BSKBL CHAMP-SA-2	2	206	207	A	10.0	28	849	1389	332	178	373	84^	189	171	201	156	937	401	621	555	411	239	50^	LT	29v	12v
1 SAT. 2.08P 134 CBS SE		99	99	B	10.0	28	849	1389	332	178	373	84	189	171	201	156	937	401	621	555	411	239	50	LT	29	12
2 SAT. 3.56P 127																										

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6-11
2.00 - 2.30				A	7.1	22	603	1206	282^	214^	350^	130^	167^	59v	133^	183^	751	281^	500	458	342^	198^	62v	LT	43v	28v
2.30 - 3.00				A	7.8	24	662	1255	203^	148^	272^	91v	116^	46v	89v	156^	887	369^	620	524	405	207^	61v	LT	35v	17v
3.00 - 3.30				A	7.6	23	645	1211	196^	153^	263^	88v	138^	71v	88v	125^	850	374^	585	482	378^	197^	78v	21v	20v	13v
3.30 - 4.00				A	8.0	24	679	1293	229^	154^	313^	105^	170^	103^	131^	126^	851	341^	561	490	411	216^	117^	17v	12v	12v
4.00 - 4.30				A	9.2	26	781	1353	369	161^	381	98^	213	195	212	133^	926	373	589	574	430	239	38v	LT	8v	LT
4.30 - 5.00				A	12.8	34	1087	1483	408	191^	434	89^	244	243	257	159^	1023	430	645	596	452	283	16v	LT	10v	10v
5.00 - 5.30				A	12.7	33	1078	1570	405	201^	442	77^	231	242	267	173^	1030	474	689	606	418	267	39v	LT	59^	17v
5.30 - 6.00				A	14.7	34	1248	1454	345	189^	386	31v	158^	207	262	179^	972	447	660	570	397	240	46v	LT	50v	17v
CBS NCAA BSKBL CHAMP-SPEC(S)		206		A	9.5	24	807	1223	332	115^	345	71v	158^	145^	202^	159^	727	265^	435	459	371	204^	104^	LT	47v	33v
1 SAT. 4.23P 127 CBS SE		99																								
4.00 - 4.30				A	6.6	20	560	1225	198^	63v	257^	73v	116^	91v	141^	107v	811	298^	516	523	417^	188^	127^	LT	30v	18v
4.30 - 5.00				A	7.7	22	654	1306	256^	83v	270^	59v	130^	116^	160^	106^	832	291^	526	539	444	199^	151^	LT	53v	41v
5.00 - 5.30				A	8.4	22	713	1160	294^	103^	306^	71v	136^	123^	170^	140^	726	286^	432	448	339^	203^	109^	LT	19v	19v
5.30 - 6.00				A	10.8	27	917	1156	331	115^	347	64v	139^	135^	199^	173^	716	273	427	437	346	211^	74^	LT	19v	19v
6.00 - 6.30				A	11.7	26	993	1292	434	160^	445	91^	223^	204^	270	203^	660	218^	372	425	368	211^	92^	LT	95^	54v
CBS NCAA BSKBL CHMP-SP-1(S)		208		A	7.6	22	645	1225	237^	78v	265^	74v	130^	121^	82v	135^	859	337^	542	510	369^	244^	11v	LT	90v	90v
1 SUN. 12.00N 122 CBS SE		99																								
12.00 - 12.30				A	5.7	17	484	1349	297^	116v	340^	110v	188^	170^	114v	152^	883	392^	603	535	357^	213^	LT	LT	126v	126v
12.30 - 1.00				A	6.9	21	586	1333	281^	113^	320^	100v	172^	164^	103v	148^	914	402^	607	525	358^	238^	LT	LT	99v	99v
1.00 - 1.30				A	8.2	23	696	1204	214^	48v	241^	66v	108^	103^	49v	133^	862	332^	538	499	350^	263^	15v	LT	86v	86v
1.30 - 2.00				A	9.3	25	790	1106	196^	64v	208^	54v	85^	78v	62v	123^	825	284^	482	486	389	266^	24v	LT	49v	49v
2.00 - 2.30				A	5.5	15	467	1103	175^	35v	190^	26v	99v	99v	126v	91v	796	180^	430^	595	512^	201^	31v	LT	86v	86v
CBS NCAA BSKBL CHMP-SP-2(S)		207		A	8.0	22	679	1292	392	213^	419	97^	258^	264^	252^	145^	785	228^	480	562	422	219^	41v	LT	47v	47v
1 SUN. 2.07P 135 CBS SE		99																								
2.00 - 2.30				A	7.8	23	662	1272	339^	165^	387	92v	254^	226^	215^	133^	817	228^	486	598	451	219^	14v	LT	54v	54v
2.30 - 3.00				A	7.5	21	637	1262	354^	202^	398	79v	253^	230^	234^	145^	797	234^	472	569	425	228^	23v	LT	44v	44v
3.00 - 3.30				A	7.0	20	594	1333	452	255^	468	98v	296^	296^	284^	172^	783	246^	492	539	398^	228^	32v	LT	50v	50v
CONT'D																										

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
CBS NCAA BSKBL CHM-CONT'D																										
3.30 - 4.00				A	8.4	23	713	1292	408	232^	422	108^	271^	271^	244^	151^	756	220^	474	549	408	207^	64v	LT	50v	50v
4.00 - 4.30				A	9.8	26	832	1298	394	197^	408	100^	208^	285^	270^	123^	777	213^	475	572	440	205^	73v	LT	40v	40v
CBS NCAA BSKBL CHMP-SP-3(S)		207		A	8.7	20	739	1407	315^	176^	388	93^	197^	224^	239^	144^	880	275^	530	639	474	208^	59v	13v	80v	60v
1 SUN. 4.21P 159 CBS SE		99																								
4.00 - 4.30				A	7.6	20	645	1260	346^	177^	373^	98v	201^	251^	230^	122^	779	227^	483	580	426	199^	23v	LT	85v	39v
4.30 - 5.00				A	7.5	20	637	1300	290^	176^	354^	80v	192^	245^	227^	109^	858	261^	551	655	468	203^	LT	LT	88v	66v
5.00 - 5.30				A	8.0	20	679	1368	316^	165^	373	66v	199^	249^	257^	124^	920	247^	560	727	557	193^	LT	LT	75v	45v
5.30 - 6.00				A	9.2	22	781	1407	289^	147^	348	67v	158^	201^	236^	139^	913	266^	536	659	528	212^	49v	LT	97^	53v
6.00 - 6.30				A	9.5	20	807	1486	336	205^	428	122^	224^	226^	240^	155^	885	308^	534	608	435	208^	113^	38v	60v	60v
6.30 - 7.00				A	9.5	19	807	1488	339	195^	432	118^	203^	205^	236^	192^	860	308	495	578	412	224^	115^	24v	81^	81^
CBS NCAA BSKBL CHMP-SPC-1(S)			207	A	10.3	28	874	1505	330	74^	358	77^	160^	190^	208^	147^	996	486	746	733	420	152^	64v	23v	87^	54v
2 SUN. 1.51P 124 CBS SE			99																							
1.30 - 2.00				A	8.8	25	747	1554	386	79v	386	63v	189^	232^	265^	154^	976	521	800	766	354	132^	48v	28v	144^	97^
2.00 - 2.30				A	10.3	29	874	1561	366	105^	376	65v	175^	218^	227^	158^	1042	523	836	823	433	133^	44v	21v	99^	60v
2.30 - 3.00				A	9.8	27	832	1442	352	85^	382	85^	175^	203^	214^	154^	933	449	684	695	400	139^	53v	22v	74v	49v
3.00 - 3.30				A	10.7	28	908	1501	305	55v	357	93^	154^	168^	189^	147^	971	459	695	671	423	168^	73^	19v	100^	58v
3.30 - 4.00				A	11.0	28	934	1494	280	54v	311	66v	128^	157^	188^	129^	1039	504	753	725	441	175^	85^	29v	59v	38v
CBS NCAA BSKBL CHMP-SPC-2(S)			209	A	11.9	28	1010	1676	394	184^	446	144^	248	269	220^	147^	1014	493	758	677	419	174^	119^	22v	97^	23v
2 SUN. 3.55P 125 CBS SE			99																							
4.00 - 4.30				A	11.0	28	934	1562	353	109^	375	123^	195^	203^	189^	130^	967	439	753	686	442	144^	102^	27v	118^	24v
4.30 - 5.00				A	11.2	27	951	1641	374	141^	391	135^	218^	236^	193^	127^	1044	543	819	724	404	146^	87^	25v	119^	19v
5.00 - 5.30				A	11.9	28	1010	1713	406	226^	481	168^	295	316	228^	138^	1064	555	803	701	402	182^	114^	21v	54v	17v
5.30 - 6.00				A	13.6	30	1155	1810	451	267	539	157^	295	322	266	192^	996	442	673	612	429	225	171^	17v	104^	30v
DRAGON'S LAIR	25	199	200	A	4.1	14	348	1549	195^	137^	307^	192^	235^	151^	95^	48v	232^	133^	212^	169^	79v	20v	155^	78v	855	463
SAT. 10.00A 30 ABC CA		98	98	B	4.8	16	408	1668	268	94	315	169	232	170	100	75	247	138	198	135	84	44	236	97	870	492
DUNGEONS AND DRAGONS	20	197	198	A	5.7	20	484	1771	213^	97^	225^	124^	156^	143^	71^	57v	262	168^	191^	154^	71^	71^	323	130^	961	506
SAT. 9.30A 30 CBS CA		98	98	B	5.8	21	492	1729	277	110	312	166	224	171	95	76	220	120	173	151	81	38	302	122	895	470
FACE THE NATION	24	113	158	A	2.7	10	229	1441	577	210^	603	139v	205^	257^	240^	346^	641	112v	260^	232^	411^	362^	140v	LT	57v	31v
SUN. 10.30A 30 CBS CC		79	89	B	3.1	10	263	1246	538	194	566	125	207	219	219	317	573	172	238	292	284	249	39	LT	68	48
GET ALONG GANG	26	204	204	A	4.7	20	399	1617	262^	43v	307^	113^	218^	183^	163^	81v	115^	57v	97^	110^	53v	LT	122^	72v	1073	609
SAT. 8.30A 30 CBS CA		98	99	B	4.4	21	374	1591	264	69	290	140	188	149	94	90	183	64	115	110	86	60	151	88	967	558
INCREDIBLE HULK	12	141	138	A	3.8	12	323	2015	321^	145^	389^	191^	278^	284^	158^	105^	415	223^	334^	234^	119^	73v	289^	71v	922	521
SAT. 12.30P 30 NBC CA		79	79	B	4.2	13	357	1732	286	111	310	165	225	197	128	71	367	208	284	211	105	64	174	49	881	426
IN THE NEWS- 8.26AM	26	191	189	A	3.9	19	331	1523	242^	24v	284^	99^	238^	205^	185^	37v	139^	31v	121^	139^	108^	LT	36v	LT	1064	622
1 SAT. 8.27A 2 CBS CN		94	94	B	3.4	19	289	1465	229	72	254	105	156	125	91	84	207	84	130	128	92	69	101	61	903	511
2 SAT. 8.26A 3																										
IN THE NEWS- 8.56AM	26	204	204	A	5.4	22	458	1561	256^	44v	293	107^	210^	181^	158^	75^	120^	64v	100^	111^	47v	LT	104^	65v	1044	582
1 SAT. 8.57A 2 CBS CN		98	99	B	4.8	22	408	1580	261	66	286	139	185	144	90	90	177	60	112	108	84	57	154	94	963	546
2 SAT. 8.56A 3																										
IN THE NEWS- 9.56AM	20	197	198	A	5.2	18	441	1723	194^	114^	214^	124^	138^	133^	47v	60v	277^	188^	212^	171^	77^	65v	257^	88^	975	537
1 SAT. 9.57A 2 CBS CN		98	98	B	5.4	19	458	1634	281	116	317	166	225	165	95	77	222	124	172	146	77	40	265	107	830	437
2 SAT. 9.56A 3																										

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
WEEKEND DAYTIME CONT'D																														
IN THE NEWS-11.26AM					18	186	192	A	5.4	18	458	1668	410	250^	429	312	332	205^	59v	97^	423	262^	368	268^	106^	55v	189^	107^	627	260^
1 SAT.	11.27A	2	CBS	CN		95	96	B	5.4	18	458	1613	370	226	450	230	319	222	134	112	358	224	279	203	97	73	209	83	596	309
2 SAT.	11.26A	3																												
IN THE NEWS-11.56AM					22	171	177	A	4.2	14	357	1782	362	254^	452	295^	322^	178^	77v	130^	436	210^	376	303^	166^	60v	192^	163^	702	409
1 SAT.	11.57A	2	CBS	CN		93	93	B	4.2	14	357	1676	422	187	506	243	343	236	154	146	348	189	264	201	121	75	167	76	655	387
2 SAT.	11.56A	3																												
KIDD VIDEO					26	189	192	A	6.4	22	543	2236	428	120^	532	275	396	327	185^	114^	324	123^	197^	159^	138^	87^	504	354	876	467
SAT.	11.00A	30	NBC	CA		96	97	B	6.9	24	586	1725	330	103	366	223	285	187	113	69	212	131	162	119	57	40	285	173	862	508
LAS VEGAS INVITATIONAL-SA(S)							176	A	3.5	9	297	1421	450^	77v	454^	77v	165v	165v	192v	289^	727^	263^	351^	330^	226^	376^	LT	LT	240^	186v
2 SAT.	5.00P	60	NBC	SE			92																							
5.00 - 5.30								A	3.2	8	272	1305	438^	74v	438^	74v	158v	158v	172v	280^	668^	245^	334^	334^	188v	334^	LT	LT	199v	143v
5.30 - 6.00								A	3.8	9	323	1492	459^	81v	459^	80v	168v	168v	201^	291^	763^	271^	358^	326^	254^	405^	LT	LT	270^	220^
LAS VEGAS INVITATIONAL-SU(S)							184	A	3.7	10	314	1685	565^	160v	619^	144v	203v	139v	188v	405^	733^	255^	523^	532^	382^	182v	62v	59v	271^	210^
2 SUN.	2.30P	125	NBC	SE			96																							
2.30 - 3.00								A	3.2	9	272	1831	584^	173v	584^	216v	245^	110v	170v	339^	831^	302^	659^	582^	459^	172v	140v	140v	276^	203v
3.00 - 3.30								A	3.4	9	289	1844	566^	187v	621^	162v	190v	160v	162v	400^	749^	257^	579^	607^	422^	142v	139v	139v	335^	232^
3.30 - 4.00								A	3.8	10	323	1693	542^	189v	625^	163v	195v	140v	130v	430^	779	266^	547^	572^	396^	207^	LT	LT	289^	215^
4.00 - 4.30								A	4.3	11	365	1414	551^	110v	606^	46v	170v	124v	250^	436^	605^	199^	362^	415^	289^	190^	LT	LT	203^	203^
LITTLES					26	193	194	A	5.3	18	450	1502	283	72v	376	212^	238^	154^	98^	117^	176^	122^	163^	149^	41v	13v	306	197^	644	294

PROGRAM NAME / WK # DAY	START TIME	DUR	NET	PROG. TYPE¤	T/C THIS SEASON	WK 1	WK 2	KEY	AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS TOTAL	TEENS FEM.	CHILDREN TOTAL	CHILDREN 6–11
SAT.	11.30A	30	ABC	CA		94	94	B	5.8	19	492	1676	333	111	414	231	311	208	142	91	229	127	176	149	76	40	232	130	801	435
MEET THE PRESS					24	162	177	A	2.7	9	229	1166	440^	78v	445^	21v	73v	70v	184^	372^	578	62v	145^	140v	310^	390^	74v	66v	69v	LT
SUN.	12.30P	30	NBC	CC		95	96	B	3.2	10	272	1272	522	137	546	87	161	162	220	348	571	122	231	236	281	293	26	LT	129	81
MIGHTY ORBOTS					26	200	199	A	4.8	18	408	1907	210^	52v	229^	109^	185^	141^	97^	40v	301^	185^	259^	253^	74v	42v	313	117^	1064	699
SAT.	9.00A	30	ABC	CA		99	99	B	4.8	19	408	1748	220	76	252	110	175	128	93	72	229	131	178	122	65	51	236	67	1031	672
MR. T					26	189	191	A	5.7	19	484	2029	426	115^	495	203^	318	254^	199^	158^	408	215^	280	205^	106^	101^	339	169^	787	460
SAT.	11.30A	30	NBC	CA		97	98	B	6.3	21	535	1712	353	93	376	202	261	187	123	104	279	159	197	149	79	62	224	102	833	445
MUPPET BABIES					26	201	201	A	6.6	25	560	1579	246	54v	248	82^	184^	196^	145^	52v	101^	35v	79^	79^	55v	22v	196^	105^	1034	492
SAT.	9.00A	30	CBS	CA		97	98	B	6.2	25	526	1718	257	89	304	163	211	169	86	79	156	69	117	106	74	31	217	109	1041	580
NCAA TOURNAMENT TODAY-SAT(S)							205	A	6.0	19	509	1446	457^	71v	577	242^	374^	270^	230^	163^	742	328^	503	443^	308^	188^	60v	LT	67v	34v
2 SAT.	1.30P	20	CBS	SC			99																							
NCAA TOURNAMENT TODAY-SUN(S)							207	A	7.5	22	637	1403	359^	102^	359^	42v	164^	204^	258^	155^	884	459	709	669	310^	136^	62v	36v	98v	82v
2 SUN.	1.30P	21	CBS	SC			99																							
NEW SCOOBY DOO MYSTERIES					24	200	201	A	4.5	15	382	1461	260^	89^	325^	157^	225^	142^	147^	70v	205^	113^	186^	160^	73v	19v	159^	44v	772	419
SAT.	10.30A	30	ABC	CA		98	98	B	5.2	17	441	1697	291	97	345	197	255	168	102	80	264	142	202	151	90	47	226	107	862	456
ONE TO GROW ON-8:28AM					26	197	198	A	5.3	26	450	1567	298	85^	298	129^	163^	144^	116^	102^	205^	25v	74^	175^	161^	30v	157^	157^	907	543
SAT.	8.28A	2	NBC	CN		97	97	B	4.2	24	357	1537	219	86	247	109	143	114	102	78	169	99	111	106	53	40	179	102	942	625
ONE TO GROW ON-8:58AM					26	200	197	A	5.4	23	458	1605	342	206^	342	138^	232^	159^	151^	77^	180^	75^	125^	151^	85^	29v	214^	167^	869	511
SAT.	8.58A	2	NBC	CN		97	98	B	5.1	23	433	1647	278	120	318	163	234	177	127	62	209	113	138	131	66	55	200	104	920	578
ONE TO GROW ON-10:28AM					26	200	202	A	8.0	27	679	1944	377	69^	451	226	346	291	192	93^	286	148^	201	169^	95^	58^	278	140^	929	499
SAT.	10.28A	2	NBC	CN		98	99	B	9.0	31	764	1769	326	120	365	200	285	214	142	66	226	138	180	143	63	39	239	149	939	550

KEY: A=CURRENT REPORT B=SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY / START TIME / DUR / NET / PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
ONE TO GROW ON-10:58AM	26	203	204	A	6.8	23	577	2028	334	66^	440	245	331	262	161^	83^	294	128^	185^	158^	113^	65^	323	179^	971	515
SAT. 10.58A 2 NBC CN		98	98	B	8.1	27	688	1763	316	101	358	203	279	197	130	69	205	116	152	120	62	41	263	168	937	543
ONE TO GROW ON-12:28PM	25	153	157	A	4.7	15	399	2195	378	186^	461	237^	342	300^	138^	119^	307^	195^	237^	163^	49v	63v	525	198^	902	436
SAT. 12.28P 2 NBC CN		83	84	B	5.0	16	425	1597	307	107	342	174	235	187	125	99	281	162	214	158	83	54	230	98	744	378
PINK PANTHER AND SONS	23	201	197	A	5.5	24	467	1576	312	122^	312	128^	194^	143^	137^	73^	163^	60v	107^	133^	84^	30v	221^	174^	880	548
SAT. 8.30A 30 NBC CA		98	98	B	4.6	22	391	1647	259	106	293	150	206	162	114	62	205	111	139	135	69	48	216	104	933	614
POLE POSITION	6		130	A	3.7	12	314	1803	455^	86v	455^	175v	258^	283^	163v	172v	391^	167v	303^	190v	224^	88v	240^	175v	717^	344^
2 SAT. 1.00P 30 CBS CA			61	B	4.0	12	340	1695	446	150	483	222	335	290	171	127	398	163	234	208	168	134	165	77	649	364
PRO BOWLERS TOUR	12	184	186	A	5.3	15	450	1536	473	151^	603	174^	260^	225^	204^	318	576	169^	268^	280^	218^	285	139^	106^	218^	122^
1 SAT. 3.00P 90 ABC SE		93	93	B	6.1	16	518	1386	517	131	567	166	266	239	232	284	611	192	309	308	265	265	84	42	124	76
2 SAT. 3.00P 94																										
3.00 - 3.30				A	4.7	14	399	1419	444	165^	615	173^	261^	235^	210^	317^	521	145^	216^	236^	192^	272^	79v	60v	204^	103^
3.30 - 4.00				A	5.2	15	441	1503	476	118^	601	182^	268^	232^	201^	306	593	187^	282^	290	210^	290	146^	113^	163^	109^
4.00 - 4.30				A	6.2	17	526	1610	501	173^	593	163^	256	219^	209^	324	581	164^	287	295	237^	275	177^	134^	259	144^
PRYCR'S PLACE	26	169	179	A	4.6	15	391	1795	321^	252^	426	277^	307^	186^	73v	119^	408	174^	350	289^	176^	58v	197^	160^	764	468
SAT. 11.30A 30 CBS CL		92	94	B	4.5	15	382	1737	416	180	490	234	342	245	164	127	337	186	260	201	118	68	195	84	715	418
SCARY SCOOBY DOO FUNNIES	23	193	194	A	4.5	15	382	1576	143^	55v	235^	119^	139^	50v	55v	88^	215^	151^	199^	183^	48v	16v	246^	112^	880	453
SAT. 11.00A 30 ABC CA		94	94	B	5.4	18	458	1634	298	97	372	225	289	181	113	70	230	124	178	141	80	42	194	102	838	446
SATURDAY SUPERCADE	7		145	A	3.1	10	263	2076	559^	46v	616^	392^	452^	170v	73v	164v	426^	187v	251^	251^	122v	175v	246^	121v	788^	377^
2 SAT. 12.00N 60 CBS CA			71	B	3.7	11	314	1602	413	120	489	240	317	216	138	124	335	160	234	207	119	93	154	66	624	322
12.00 - 12.30				A	2.9	9	246	1691	456^	41v	504^	304^	345^	41v	61v	159v	338^	191v	252v	252v	61v	86v	268^	114v	581^	260^
12.30 - 1.00				A	3.4	11	289	2308	624^	45v	683^	450^	524^	275^	74v	159v	476^	178v	236^	236^	159v	240^	215v	123v	934	461^
SCHOOLHOUSE ROCK-8:25AM	26	190	191	A	3.8	19	323	1991	257^	59v	261^	78v	161^	83v	121^	100v	311^	171^	205^	205^	80v	106^	243^	110^	1176	529
SAT. 8.25A 4 ABC CN		96	97	B	3.2	18	272	1877	243	70	284	113	190	154	105	92	225	125	163	136	68	56	248	113	1120	700
SCHOOLHOUSE ROCK-9:55AM	26	201	201	A	4.8	17	408	1772	213^	90^	243^	75v	176^	177^	147^	44v	297^	154^	272^	239^	118^	25v	270^	94^	962	535
SAT. 9.55A 4 ABC CN		99	99	B	4.9	17	416	1749	253	91	294	110	206	164	129	81	259	124	210	152	108	48	214	69	982	592
SCHOOLHOUSE ROCK-10:25AM	26	199	200	A	3.8	13	323	1443	179^	124^	284^	173^	214^	132^	87v	49v	222^	130^	208^	165^	78v	14v	128^	74v	809	418
SAT. 10.25A 4 ABC CN		98	98	B	4.7	16	399	1633	271	93	317	170	232	167	102	76	245	135	192	136	88	46	221	98	850	468
SCHOOLHOUSE ROCK-11:25AM	23	193	194	A	4.4	15	374	1492	132^	54v	220^	108^	121^	41v	48v	91^	222^	165^	206^	190^	41v	16v	224^	109^	826	423
SAT. 11.25A 4 ABC CN		94	94	B	5.2	17	441	1622	294	93	365	214	279	177	116	72	240	132	184	143	81	45	198	108	819	431
SHIRT TALES	26	191	192	A	3.6	19	306	1572	203^	23v	261^	120^	232^	182^	141^	20v	124^	36v	97v	124^	88v	LT	43v	LT	1144	699
SAT. 8.00A 30 CBS CA		94	95	B	2.9	18	246	1485	233	71	260	113	165	130	93	83	214	83	134	129	95	75	97	57	914	525
SMURFS I	26	201	203	A	6.5	25	552	1949	563	123^	606	255	507	376	312	70^	263	136^	191^	178^	97^	39v	233	176^	847	450
SAT. 9.00A 30 NBC CA		99	99	B	6.2	25	526	1732	339	122	378	197	289	215	153	63	237	147	175	147	66	45	203	127	914	550
SMURFS II	26	201	203	A	8.5	30	722	1940	468	101^	522	227	432	353	258	72^	271	149^	201	196	103^	37v	218	154^	929	525
SAT. 9.30A 30 NBC CA		99	99	B	8.5	31	722	1775	334	128	368	201	293	222	145	54	241	147	185	155	73	42	213	137	953	564
SMURFS III	26	201	203	A	8.9	30	756	1956	395	76^	471	248	377	305	192	76^	278	147^	194	174	92^	57^	259	128^	948	508
SAT. 10.00A 30 NBC CA		99	99	B	9.5	33	807	1793	329	120	366	207	293	225	138	55	224	140	179	142	63	37	235	149	968	568
SNORKS	23	198	199	A	4.6	24	391	1506	272^	69v	272^	129^	163^	136^	98^	85^	219^	40v	80v	178^	155^	41v	100^	100^	915	540
SAT. 8.00A 30 NBC CA		97	97	B	3.7	23	314	1602	222	83	250	105	136	118	108	81	173	94	107	112	61	40	188	105	991	682
SPIDERMAN AND FRIENDS	20	153	157	A	4.8	16	408	2248	402	186^	478	236^	353	317	141^	125^	339	211^	265^	176^	59v	69v	478	147^	953	463
SAT. 12.00N 30 NBC CA		83	84	B	5.5	17	467	1651	303	101	336	176	237	201	121	89	294	174	230	172	84	49	232	95	789	407

AUDIENCE COMPOSITION: VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

KEY: A=CURRENT REPORT B=SEASON AVERAGE

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND MAR. 1985 REPORT

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE WK 1	WK 2	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18-34	WOMEN 18-49	WOMEN 25-54	WOMEN 35-64	WOMEN 55+	MEN TOTAL	MEN 18-34	MEN 18-49	MEN 25-54	MEN 35-64	MEN 55+	TEENS (12-17) TOTAL	TEENS FEM.	CHILDREN (2-11) TOTAL	CHILDREN 6-11
WEEKEND DAYTIME CONT'D																										
SPORTSBEAT	12	93	93	A	1.2	4	102	892^	245v	59v	284v	LT	98v	98v	59v	186v	530^	147v	314v	255v	226v	216v	LT	LT	78v	LT
SUN. 12.30P 30 ABC SC		63	59	B	1.4	4	119	934	346	133	433	138	214	201	164	194	395	129	236	199	162	149	40	LT	66	54
SPORTSWORLD	7	170	181	A	4.3	11	365	1682	461	55v	483	126^	197^	225^	200^	244^	697	298^	515	530	335^	118^	111^	76v	391	348
1 SUN. 2.00P 120 NBC SA		88	95	B	5.1	12	433	1563	471	125	508	117	228	237	248	240	744	312	480	493	343	181	85	40	226	185
2 SUN. 4.35P 85																										
2.00 - 2.30				A	3.6	10	306	1222	255^	LT	255^	LT	72v	79v	121v	176v	683^	336^	490^	494^	213^	134v	134v	101v	150v	150v
2.30 - 3.00				A	4.2	12	357	1725	438^	LT	438^	224^	224^	224^	71v	214^	604^	341^	536^	526^	263^	LT	156v	156v	527^	527^
3.00 - 3.30				A	4.1	12	348	1799	475^	LT	475^	241^	241^	241^	58v	234^	641^	313^	569^	572^	328^	LT	137v	137v	546^	546^
3.30 - 4.00				A	3.7	10	314	1892	313^	LT	335^	83v	83v	83v	45v	252^	755^	261^	539^	515^	331^	163v	171v	171v	631^	455^
4.30 - 5.00				A	4.0	10	340	1832	632^	159v	658^	176v	284^	331^	315^	286^	794	341^	559^	582^	400^	180v	62v	LT	318^	260^
5.00 - 5.30				A	5.0	12	425	1786	583^	130v	604	83v	254^	343^	394^	261^	813	327^	575^	607	438^	163^	82v	LT	287^	262^
5.30 - 6.00				A	5.4	12	458	1570	499^	98v	566	90v	214^	244^	320^	273^	637	213^	394^	441^	360^	179^	61v	LT	306^	254^
SPORTSWORLD-SP.ED.(S)		160		A	3.6	11	306	1284	234^	LT	238^	62v	62v	LT	89v	176v	771^	391^	637^	601^	380^	52v	275^	LT	LT	LT
1 SUN. 1.00P 60 NBC SA		88																								
1.00 - 1.30				A	3.3	10	280	1268	296^	LT	296^	75v	75v	LT	111v	221v	725^	407^	647^	607^	318^	LT	247^	LT	LT	LT
1.30 - 2.00				A	3.9	12	331	1287	185v	LT	185v	51v	51v	LT	67v	134v	804	375^	626^	596^	429^	93v	298^	LT	LT	LT
SPORTSWORLD-SPL EDITION(S)			172	A	2.9	8	246	1305	235v	45v	235v	45v	77v	77v	106v	158v	802^	289^	562^	468^	419^	240v	LT	LT	268^	195v
2 SAT. 3.30P 90 NBC SA			91																							
3.30 - 4.00				A	2.7	8	229	1275	174v	48v	174v	48v	48v	48v	35v	126v	642^	189v	394^	341^	353^	248v	LT	LT	459^	318^
4.00 - 4.30				A	2.9	8	246	1236	232v	41v	232v	40v	77v	77v	110v	155v	809^	260^	569^	463^	464^	240v	LT	LT	195v	154v
4.30 - 5.00				A	3.1	8	263	1384	293^	46v	293^	45v	106v	106v	164v	187v	924^	399^	696^	579^	434^	228v	LT	LT	167v	125v
SUNDAY MORNING	25	174	177	A	4.5	18	382	1243	604	219^	638	96^	188^	269^	341	369	495	92^	235^	253^	277^	242^	45v	LT	65v	32v
SUN. 9.00A 90 CBS N		95	96	B	4.8	20	408	1306	581	214	605	106	231	255	316	319	580	174	325	338	299	209	42	LT	79	35
9.00 - 9.30				A	4.3	18	365	1277	646	229^	671	80v	186^	302^	394	369	502	93^	253^	272^	277^	230^	36v	LT	68v	44v
9.30 - 10.00				A	4.7	18	399	1238	614	241^	652	113^	211^	280^	331	372	490	81v	241^	256^	298^	234^	19v	LT	77v	43v
10.00 - 10.30				A	4.4	16	374	1233	569	193^	599	99^	168^	227^	300^	372	500	105^	219^	238^	258^	262^	75v	LT	59v	13v
SUPERFRIENDS: SUPERPOWERS	26	195	195	A	4.5	19	382	1827	220^	39v	225^	104^	146^	76v	73v	79v	291^	139^	170^	155^	79v	121^	327^	152^	984	524
SAT. 8.30A 30 ABC CA		97	97	B	4.1	20	348	1837	223	62	261	105	180	138	101	79	230	121	173	141	77	54	274	120	1072	676
SUPERFRIENDS:SUPERPOWERS2	20	190	191	A	3.5	18	297	1933	228^	47v	232^	67v	150^	83v	110^	82v	305^	164^	195^	195^	89v	110^	246^	115^	1150	529
SAT. 8.00A 30 ABC CA		96	97	B	2.9	18	246	1949	248	80	292	124	197	163	100	94	246	139	170	144	70	70	244	108	1167	744
THIS WEEK-DAVID BRINKLEY	22	181	175	A	3.7	12	314	1452	570	200^	583	153^	223^	197^	150^	339^	763	270^	376^	227^	245^	352^	16v	LT	90v	76v
SUN. 11.30A 60 ABC N		95	95	B	4.1	12	348	1303	617	186	629	87	203	206	264	389	591	162	258	231	244	286	26	LT	57	39
11.30 - 12.00				A	3.4	11	289	1446	592	284^	619	177^	249^	201^	165^	342^	713	261^	360^	251^	224^	308^	LT	LT	101v	76v
12.00 - 12.30				A	4.0	13	340	1418	535	118^	535	127^	191^	188^	129^	329^	793	271^	383	200^	260^	386	14v	LT	76v	76v
TURBO TEEN	26	201	201	A	4.9	18	416	1760	200^	87^	231^	70v	174^	183^	141^	39v	296^	148^	259^	231^	111^	37v	262^	99^	971	557
SAT. 9.30A 30 ABC CA		99	99	B	5.1	18	433	1760	258	96	296	114	211	169	129	78	246	125	199	143	95	45	206	71	1012	628
USFL FOOTBALL	5	156	169	A	4.5	12	382	1382	509	97^	513	141^	209^	217^	262^	236^	777	191^	387	311^	398	346	21v	LT	71v	31v
1 SUN. 2.30P 181 ABC SE		85	87	B	5.7	15	484	1484	440	178	453	135	235	237	224	177	869	261	485	434	423	340	39	21	123	77
2 SUN. 2.30P 202																										
2.30 - 3.00				A	3.9	11	331	1100	315^	102^	321^	60v	82v	115^	164^	206^	685	97v	335^	330^	410	325^	36v	LT	58v	27v
3.00 - 3.30				A	4.5	12	382	1215	364	108^	364	107^	128^	118^	171^	207^	764	204^	379	294^	377	345	13v	LT	74v	15v
3.30 - 4.00				A	4.4	12	374	1142	318^	54v	318^	61v	85v	56v	155^	214^	749	160^	310^	278^	398	380	30v	LT	45v	13v
4.00 - 4.30				A	4.3	11	365	1433	529	117^	529	85v	188^	233^	295^	261^	836	261^	453	324^	403	328^	LT	LT	58v	25v
4.30 - 5.00				A	5.0	13	425	1652	689	94^	689	245^	328	314	332	239^	887	259^	475	325	426	359	14v	LT	62v	26v
5.00 - 5.30				A	4.8	12	408	1525	659	98^	659	194^	292^	278^	357	274^	767	165^	368	341	412	337	29v	LT	70v	30v
5.30 - 6.00				A	4.9	11	416	1909	882	113v	882	331^	525^	640	431^	242^	793	176^	428^	351^	382^	365^	LT	LT	234^	169^

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FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

PROGRAM NAME / WK # DAY START TIME DUR NET PROG. TYPE¤	T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE (WK 1 WK 2)	KEY	HOUSEHOLD AUDIENCES AVG. AUD. %	SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE	WORKING WOM.	WOMEN TOTAL	WOMEN 18–34	WOMEN 18–49	WOMEN 25–54	WOMEN 35–64	WOMEN 55+	MEN TOTAL	MEN 18–34	MEN 18–49	MEN 25–54	MEN 35–64	MEN 55+	TEENS (12–17) TOTAL	TEENS FEM.	CHILDREN (2–11) TOTAL	CHILDREN 6–11
WEEKEND DAYTIME CONT'D																									
WOMEN'S KEMPER OPEN-SAT(S)		173																							
1 SAT. 4.30P 90 NBC SE		91	A	3.2	9	272	1379	718^	372^	773^	166v	327^	327^	279^	446^	595^	234^	331^	331^	97v	264^	LT	LT	LT	LT
4.30 - 5.00			A	3.1	9	263	1468	757^	445^	833^	213v	388^	388^	323^	445^	635^	304^	384^	384^	80v	251^	LT	LT	LT	LT
5.00 - 5.30			A	3.3	9	280	1375	726^	315^	790^	153v	267^	267^	237^	523^	558^	222v	333^	333^	111v	225v	LT	LT	LT	LT
5.30 - 6.00			A	3.0	8	255	1396	729^	392^	753^	144v	361^	361^	303^	392^	643^	200v	297^	297^	97v	346^	27v	LT	LT	LT
WOMEN'S KEMPER OPEN-SUN(S)		185																				LT	LT	LT	LT
1 SUN. 4.00P 130 NBC SE		95	A	3.7	9	314	1427	404^	42v	411^	41v	61v	64v	127v	337^	683^	292^	339^	369^	207^	290^	125v	105v	208^	92v
4.00 - 4.30			A	3.3	9	280	1657	297^	LT	322^	65v	65v	40v	31v	257^	804^	371^	471^	443^	279^	280^	164v	146v	367^	212v
4.30 - 5.00			A	3.1	8	263	1384	305^	LT	335^	31v	31v	LT	95v	304^	799^	435^	488^	479^	167v	270^	25v	LT	225v	99v
5.00 - 5.30			A	3.7	9	314	1471	421^	42v	421^	46v	71v	90v	129v	331^	678^	328^	356^	413^	172v	265^	187v	171v	185v	54v
5.30 - 6.00			A	4.2	10	357	1322	465^	56v	465^	22v	51v	70v	175v	395^	596^	195^	220^	271^	196^	325^	132v	117v	129v	44v
6.00 - 6.30			A	5.1	11	433	1252	601	160^	601	67v	127v	148^	261^	453^	476^	60v	85v	154^	225^	322^	64v	LT	111v	60v

VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES (AUDIENCE COMPOSITION)

KEY: A = CURRENT REPORT B = SEASON AVERAGE

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.MON. MAR.11, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					16,730				18,680							
TOTAL AUDIENCE (%)					19.7				22.0							
Program					← HARDCASTLE & MCCORMICK →				← ABC MONDAY NIGHT MOVIE KICKS (SD) →							
AVERAGE AUDIENCE (Households (000))					13,240				11,210							
AVERAGE AUDIENCE (%)					15.6	15.4*		15.7*	13.2	14.0*		13.8*		12.7*		12.5*
SHARE OF AUDIENCE %					24	24 *		23 *	21	21 *		21 *		21 *		22 *
AVG. AUD. BY ¼ HR. %					14.9	15.9	15.9	15.6	14.0	14.0	14.0	13.6	12.9	12.4	12.6	12.5
CBS TV																
TOTAL AUDIENCE (Households (000))					16,730				19,020		18,930		18,590			
TOTAL AUDIENCE (%)					19.7				22.4		22.3		21.9			
Program					← SCARECROW & MRS. KING (SD) →				KATE & ALLIE		NEWHART (SD)		← CAGNEY & LACEY →			
AVERAGE AUDIENCE (Households (000))					13,500				16,640		16,730		15,110			
AVERAGE AUDIENCE (%)					15.9	15.5*		16.3*	19.6		19.7		17.8	18.0*		17.7*
SHARE OF AUDIENCE %					24	24 *		24 *	29		30		30	30 *		31 *
AVG. AUD. BY ¼ HR. %					15.3	15.8	15.9	16.6	18.9	20.3	19.3	20.0	17.6	18.3	17.9	17.5
NBC TV																
TOTAL AUDIENCE (Households (000))					21,820				24,540							
TOTAL AUDIENCE (%)					25.7				28.9							
Program					← TV BLOOPERS & PRAC. JOKES (SD) →				← MOST BEAUTIFUL GIRL-WORLD (9:00-11:04PM) (+OP) →							
AVERAGE AUDIENCE (Households (000))					16,130				12,740							
AVERAGE AUDIENCE (%)					19.0	18.3*		19.7*	15.0	15.6*		14.8*		14.8*		14.8*
SHARE OF AUDIENCE %					29	28 *		29 *	24	23 *		23 *		24 *		26 *
AVG. AUD. BY ¼ HR. %					17.8	18.7	19.5	20.0	16.5	14.7	15.3	14.3	14.7	15.0	14.7	14.9

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV																
TOTAL AUDIENCE (Households (000))					17,490				20,290							
TOTAL AUDIENCE (%)					20.6				23.9							
Program					← HARDCASTLE & MCCORMICK (SD) →				← ABC MONDAY NIGHT MOVIE THIS WIFE FOR HIRE (SD) →							
AVERAGE AUDIENCE (Households (000))					13,670				12,990							
AVERAGE AUDIENCE (%)					16.1	15.9*		16.4*	15.3	15.7*		16.0*		15.0*		14.5*
SHARE OF AUDIENCE %					24	24 *		24 *	24	23 *		24 *		24 *		26 *
AVG. AUD. BY ¼ HR. %					15.6	16.2	16.1	16.7	15.8	15.7	16.4	15.7	15.2	14.9	14.9	14.0
CBS TV																
TOTAL AUDIENCE (Households (000))					17,740				20,290		20,380		17,740			
TOTAL AUDIENCE (%)					20.9				23.9		24.0		20.9			
Program					← SCARECROW & MRS. KING (SUS-SD) →				KATE & ALLIE		NEWHART (SD)		← CAGNEY & LACEY →			
AVERAGE AUDIENCE (Households (000))					14,520				18,000		18,080		14,600			
AVERAGE AUDIENCE (%)					17.1	16.4*		17.8*	21.2		21.3		17.2	17.6*		16.9*
SHARE OF AUDIENCE %					25	25 *		26 *	31		32		29	29 *		30 *
AVG. AUD. BY ¼ HR. %					16.1	16.6	17.3	18.2	20.4	22.0	21.2	21.3	18.1	17.2	17.0	16.7
NBC TV																
TOTAL AUDIENCE (Households (000))					17,230				19,700							
TOTAL AUDIENCE (%)					20.3				23.2							
Program					← TV BLOOPERS & PRAC. JOKES (SD) →				← NBC MONDAY NIGHT MOVIES PRIVATE SESSIONS (SD) →							
AVERAGE AUDIENCE (Households (000))					13,500				12,650							
AVERAGE AUDIENCE (%)					15.9	15.5*		16.3*	14.9	14.5*		14.9*		15.4*		14.6*
SHARE OF AUDIENCE %					23	23 *		24 *	23	21 *		22 *		25 *		26 *
AVG. AUD. BY ¼ HR. %					14.7	16.3	16.2	16.4	14.7	14.3	14.6	15.2	15.8	15.1	15.1	14.0

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	61.5	62.5	63.9	65.0	65.2	65.8	66.5	67.7	67.5	67.1	66.0	64.8	61.9	60.1	58.6	57.0
WK. 2	60.9	62.3	63.4	64.9	66.1	67.2	68.2	69.5	69.0	69.1	68.2	66.5	62.8	60.0	57.9	55.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.MON. MAR.18, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. MAR.12, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					14,350		15,030		14,600				12,740			
TOTAL AUDIENCE (%)					16.9		17.7		17.2				15.0			
Program					THREE'S A CROWD (R)		WHO'S THE BOSS?		← MACGRUDER AND LOUD (SD) →				← MOONLIGHTING →			
AVERAGE AUDIENCE (Households (000))					12,230		13,580		10,870				9,080			
AVERAGE AUDIENCE (%)					14.4		16.0		12.8	12.9*		12.8*	10.7	11.2*		10.1*
SHARE OF AUDIENCE %					22		24		20	20 *		20 *	19	19 *		18 *
AVG. AUD. BY ¼ HR. %					14.3	14.6	15.8	16.2	13.0	12.8	12.8	12.7	11.6	10.8	10.5	9.7
CBS TV TOTAL AUDIENCE (Households (000))					11,210		8,910		20,210							
TOTAL AUDIENCE (%)					13.2		10.5		23.8							
Program					JEFFERSONS		ALICE (SD)		← CBS TUESDAY NIGHT MOVIES — SEDUCED (SD) →							
AVERAGE AUDIENCE (Households (000))					9,340		7,980		13,160							
AVERAGE AUDIENCE (%)					11.0		9.4		15.5	15.5*		15.7*		15.6*		15.2*
SHARE OF AUDIENCE %					17		14		25	24 *		24 *		26 *		28 *
AVG. AUD. BY ¼ HR. %					10.9	11.0	9.0	9.8	14.9	16.0	15.7	15.6	15.9	15.2	15.2	15.2
NBC TV TOTAL AUDIENCE (Households (000))					24,790				19,870				16,390			
TOTAL AUDIENCE (%)					29.2				23.4				19.3			
Program					← A TEAM (R)(SD) →				← RIPTIDE (SD) →				← REMINGTON STEELE →			
AVERAGE AUDIENCE (Households (000))					19,780				15,880				12,740			
AVERAGE AUDIENCE (%)					23.3	22.1*		24.5*	18.7	18.8*		18.6*	15.0	15.2*		14.8*
SHARE OF AUDIENCE %					35	34 *		37 *	29	29 *		29 *	26	26 *		27 *
AVG. AUD. BY ¼ HR. %					21.3	23.0	24.7	24.2	18.9	18.6	18.9	18.3	15.7	14.7	14.9	14.7

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					12,990		13,920		12,900				13,670			
TOTAL AUDIENCE (%)					15.3		16.4		15.2				16.1			
Program					THREE'S A CROWD (R)		WHO'S THE BOSS? (R)		← MACGRUDER AND LOUD (SD) →				← MOONLIGHTING →			
AVERAGE AUDIENCE (Households (000))					11,210		12,650		10,100				10,100			
AVERAGE AUDIENCE (%)					13.2		14.9		11.9	11.3*		12.4*	11.9	12.1*		11.7*
SHARE OF AUDIENCE %					20		22		18	17 *		19 *	21	20 *		22 *
AVG. AUD. BY ¼ HR. %					12.5	14.0	15.0	14.9	11.0	11.7	12.3	12.5	12.2	12.0	11.9	11.5
CBS TV TOTAL AUDIENCE (Households (000))					11,290		10,530		19,440							
TOTAL AUDIENCE (%)					13.3		12.4		22.9							
Program					JEFFERSONS		ALICE (SD)		← CBS TUESDAY NIGHT MOVIES — FIRST STEPS (SD) →							
AVERAGE AUDIENCE (Households (000))					9,760		9,510		12,230							
AVERAGE AUDIENCE (%)					11.5		11.2		14.4	14.3*		14.2*		14.7*		14.5*
SHARE OF AUDIENCE %					18		17		24	22 *		22 *		25 *		27 *
AVG. AUD. BY ¼ HR. %					11.3	11.6	10.9	11.5	14.2	14.4	14.2	14.2	14.6	14.9	14.6	14.5
NBC TV TOTAL AUDIENCE (Households (000))					21,900				20,210				17,740			
TOTAL AUDIENCE (%)					25.8				23.8				20.9			
Program					← A TEAM (R)(SD) →				← RIPTIDE →				← REMINGTON STEELE →			
AVERAGE AUDIENCE (Households (000))					17,490				16,470				13,410			
AVERAGE AUDIENCE (%)					20.6	19.8*		21.4*	19.4	19.6*		19.2*	15.8	15.8*		15.9*
SHARE OF AUDIENCE %					31	31 *		32 *	30	30 *		30 *	28	27 *		29 *
AVG. AUD. BY ¼ HR. %					19.4	20.2	21.6	21.3	19.7	19.5	19.3	19.1	16.0	15.6	16.1	15.7

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	59.4	61.8	63.5	64.6	65.0	66.1	66.5	67.5	65.7	65.4	64.8	64.2	60.4	58.3	56.2	53.4
WK. 2	57.8	60.4	61.6	62.7	63.7	66.1	66.8	66.9	65.4	65.8	65.0	63.3	60.3	58.0	55.7	52.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.TUE. MAR.19, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.WED. MAR.13, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					18,760				24,880				20,550			
TOTAL AUDIENCE (%)					22.1				29.3				24.2			
Program					← FALL GUY (SD) →				← DYNASTY (SD) →				← HOTEL (R) →			
AVERAGE AUDIENCE (Households (000))					13,670				20,550				16,810			
AVERAGE AUDIENCE (%)					16.1	14.4*		17.8*	24.2	23.3*		25.0*	19.8	20.4*		19.2*
SHARE OF AUDIENCE %					24	22 *		27 *	36	34 *		38 *	34	34 *		35 *
AVG. AUD. BY ¼ HR. %					13.9	14.8	16.7	18.9	22.8	23.7	24.8	25.3	20.7	20.0	19.6	18.8
CBS TV TOTAL AUDIENCE (Households (000))					12,990		15,960									
TOTAL AUDIENCE (%)					15.3		18.8									
Program					CHARLES IN CHARGE		← CBS WEDNESDAY NIGHT MOVIE MISSING (SUS-SD)(SD) →									
AVERAGE AUDIENCE (Households (000))					11,630		7,730									
AVERAGE AUDIENCE (%)					13.7		9.1	9.1*		8.8*		8.8*		9.5*		9.3*
SHARE OF AUDIENCE %					21		14	14 *		13 *		13 *		16 *		17 *
AVG. AUD. BY ¼ HR. %					13.5	14.0	9.4	8.9	9.2	8.4	8.8	8.9	9.6	9.4	9.2	9.5
NBC TV TOTAL AUDIENCE (Households (000))					19,610				16,300		13,920		15,620			
TOTAL AUDIENCE (%)					23.1				19.2		16.4		18.4			
Program					← HIGHWAY TO HEAVEN (SD) →				FACTS OF LIFE		SARA		← ST. ELSEWHERE →			
AVERAGE AUDIENCE (Households (000))					15,450				14,260		12,140		12,310			
AVERAGE AUDIENCE (%)					18.2	17.2*		19.2*	16.8		14.3		14.5	14.5*		14.4*
SHARE OF AUDIENCE %					28	26 *		29 *	25		22		25	24 *		26 *
AVG. AUD. BY ¼ HR. %					16.7	17.6	19.5	18.9	16.7	16.9	14.4	14.1	14.2	14.9	14.7	14.2

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					18,510				23,010				18,850			
TOTAL AUDIENCE (%)					21.8				27.1				22.2			
Program					← FALL GUY (R)(SD) →				← DYNASTY (SD) →				← HOTEL →			
AVERAGE AUDIENCE (Households (000))					13,150				19,190				15,880			
AVERAGE AUDIENCE (%)					15.5	14.2*		16.8*	22.6	21.5*		23.7*	18.7	19.1*		18.3*
SHARE OF AUDIENCE %					24	22 *		25 *	35	32 *		37 *	33	33 *		33 *
AVG. AUD. BY ¼ HR. %					13.9	14.5	16.0	17.6	21.0	22.0	23.3	24.1	19.3	18.8	18.6	18.0
CBS TV TOTAL AUDIENCE (Households (000))					16,980		14,600		18,680							
TOTAL AUDIENCE (%)					20.0		17.2		22.0							
Program					SNOOPY GETS MARRIED		ROMANCE OF BETTY BOOP (SUS-SD)		← CBS WEDNESDAY NIGHT MOVIE USED CARS (SD) →							
AVERAGE AUDIENCE (Households (000))					14,860		12,900		10,190							
AVERAGE AUDIENCE (%)					17.5		15.2		12.0	11.6*		11.5*		12.7*		12.3*
SHARE OF AUDIENCE %					27		23		20	18 *		18 *		22 *		22 *
AVG. AUD. BY ¼ HR. %					17.1	18.0	15.6	14.9	11.9	11.4	11.5	11.6	12.8	12.6	12.4	12.1
NBC TV TOTAL AUDIENCE (Households (000))					19,100				16,980		13,670		13,500			
TOTAL AUDIENCE (%)					22.5				20.0		16.1		15.9			
Program					← HIGHWAY TO HEAVEN (SD) →				FACTS OF LIFE		SARA (SD)		← ST. ELSEWHERE →			
AVERAGE AUDIENCE (Households (000))					15,110				15,200		12,230		11,120			
AVERAGE AUDIENCE (%)					17.8	16.8*		18.7*	17.9		14.4		13.1	13.5*		12.7*
SHARE OF AUDIENCE %					27	26 *		28 *	27		22		23	23 *		23 *
AVG. AUD. BY ¼ HR. %					16.1	17.4	18.4	19.0	17.8	18.0	14.7	14.0	13.8	13.2	13.0	12.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	61.6	62.8	62.8	63.5	64.4	65.7	66.6	67.4	68.0	67.3	66.0	65.8	61.2	59.2	56.7	54.1
WK. 2	58.9	61.4	62.5	63.5	64.1	66.0	66.1	67.3	66.2	66.2	65.1	63.9	59.2	57.5	55.8	54.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.WED. MAR.20, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. MAR.14, 1985

WEEK 1

ABC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	16,810								17,230			
TOTAL AUDIENCE (%)	19.8								20.3			
Program	ABC THURSDAY NIGHT MOVIE — SMOKEY AND THE BANDIT II (R)(SD)								20/20			
AVERAGE AUDIENCE (Households (000))	9,250								12,740			
AVERAGE AUDIENCE (%)	10.9	8.6*		9.7*		12.4*		12.7*	15.0	15.4*		14.7*
SHARE OF AUDIENCE %	17	13 *		15 *		19 *		20 *	25	25 *		26 *
AVG. AUD. BY ¼ HR. %	8.6	8.6	10.0	9.5	12.3	12.5	12.9	12.4	14.8	15.9	15.2	14.2

CBS TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	17,740				26,910							
TOTAL AUDIENCE (%)	20.9				31.7							
Program	MAGNUM, P.I. (SD)				PEOPLE'S CHOICE AWARDS (SD)							
AVERAGE AUDIENCE (Households (000))	13,410				16,300							
AVERAGE AUDIENCE (%)	15.8	14.3*		17.3*	19.2	18.5*		19.1*		20.2*		19.0*
SHARE OF AUDIENCE %	24	22 *		26 *	31	28 *		30 *		32 *		33 *
AVG. AUD. BY ¼ HR. %	13.9	14.7	17.1	17.5	18.6	18.5	18.9	19.3	20.5	19.8	19.2	18.7

NBC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))	26,910		22,750		20,210		17,320		15,370			
TOTAL AUDIENCE (%)	31.7		26.8		23.8		20.4		18.1			
Program	BILL COSBY SHOW		FAMILY TIES (R)(SD)		CHEERS		NIGHT COURT (R)(SD)		HILL STREET BLUES (R)			
AVERAGE AUDIENCE (Households (000))	24,030		20,550		17,660		15,370		11,460			
AVERAGE AUDIENCE (%)	28.3		24.2		20.8		18.1		13.5	13.9*		13.1*
SHARE OF AUDIENCE %	43		36		31		28		22	22 *		23 *
AVG. AUD. BY ¼ HR. %	27.3	29.4	24.5	24.0	20.6	20.9	18.2	18.1	14.3	13.5	13.4	12.8

WEEK 2

ABC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))			19,780				21,730				21,480	
TOTAL AUDIENCE (%)			23.3				25.6				25.3	
Program	REAGAN NEWS CONF.-ABC (8:00-8:35PM) (SUS)(→OP)		WILDSIDE (8:35-9:35PM) (OP)(→OP)				EYE TO EYE (9:35-10:35PM)(SD) (OP)(→OP)				20/20 (10:35-11:35PM) (OP)(→OP)	
AVERAGE AUDIENCE (Households (000))			13,670				15,370				16,050	
AVERAGE AUDIENCE (%)			16.1	14.3*		17.5*	18.1	16.7*		18.9*	18.9	19.0*
SHARE OF AUDIENCE %			24	21 *		26 *	28	25 *		30 *	34	32 *
AVG. AUD. BY ¼ HR. %			13.7	14.7	17.2	17.8	16.3	17.0	18.4	19.4	18.4	19.4

CBS TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))			7,560		19,610							
TOTAL AUDIENCE (%)			8.9		23.1							
Program	REAGAN NEWS CONF.-CBS (8:00-8:36PM) (SUS)(→OP)		E/R(B) (8:36-9:00PM) (SD)(OP)		CBS NCAA BSKBL CHMP TH 1 — GEORGETOWN VS LOYOLA, BOSTON VS MEMPHIS (9:00-11:02PM)(→OP)							
AVERAGE AUDIENCE (Households (000))			6,790		10,190							
AVERAGE AUDIENCE (%)			8.0		12.0	10.3*		11.4*		13.5*		12.8*
SHARE OF AUDIENCE %			12		19	16 *		18 *		21 *		21 *
AVG. AUD. BY ¼ HR. %			7.8	8.0	9.8	10.8	11.7	11.2	13.3	13.8	13.9	11.7

NBC TV

	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
TOTAL AUDIENCE (Households (000))			26,320		21,820		21,480		16,470		18,680	
TOTAL AUDIENCE (%)			31.0		25.7		25.3		19.4		22.0	
Program	REAGAN NEWS CONF.-NBC (8:00-8:35PM) (SUS)(→OP)		BILL COSBY SHOW (R) (8:35-9:05PM) (OP)(→OP)		FAMILY TIES (R)(SD) (9:35-9:35PM) (OP)(→OP)		CHEERS (R) (9:35-10:05PM) (OP)(→OP)		NIGHT COURT (R) (10:05-10:30PM) (OP)		HILL STREET BLUES (10:30-11:30PM) (→OP)	
AVERAGE AUDIENCE (Households (000))			21,990		19,360		18,590		15,110		14,090	
AVERAGE AUDIENCE (%)			25.9		22.8		21.9		17.8		16.6	16.8*
SHARE OF AUDIENCE %			38		34		33		28		29	28 *
AVG. AUD. BY ¼ HR. %			23.1	27.2	22.8	22.9	21.1	22.3	18.1	17.6	16.7	16.9

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	59.2	60.9	61.8	63.1	65.2	66.6	66.6	66.7	66.9	65.7	64.3	63.9	63.2	62.0	59.2	55.9
WK. 2	60.3	61.7	63.5	65.4	66.0	66.6	67.2	68.3	67.9	67.5	65.5	64.2	63.1	62.0	59.7	57.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.THU. MAR.21, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.FRI. MAR.15, 1985

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WEEK 1 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)						17,060		16,220		13,670		12,310		12,400			
						20.1		19.1		16.1		14.5		14.6			
						WEBSTER (SD)		MR. BELVEDERE (SUS-SD)		BENSON		OFF THE RACK (SD)		← MATT HOUSTON →			
AVERAGE AUDIENCE (Households (000) & %)						14,180		14,520		11,970		10,950		10,190			
						16.7		17.1		14.1		12.9		12.0	12.0*		12.0*
SHARE OF AUDIENCE	%					28		28		22		20		20	20 *		21 *
AVG. AUD. BY ¼ HR.	%					15.9	17.5	17.2	17.1	14.0	14.3	13.0	12.8	11.8	12.3	12.1	11.9
WEEK 1 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)						17,570				22,160				16,980			
						20.7				26.1				20.0			
						← DETECTIVE IN THE HOUSE (SUS-SD) →				← DALLAS (SD) →				← FALCON CREST →			
AVERAGE AUDIENCE (Households (000) & %)						12,570				19,270				14,940			
						14.8	14.0*		15.5*	22.7	22.3*		23.1*	17.6	18.0*		17.2*
SHARE OF AUDIENCE	%					24	23 *		25 *	36	35 *		37 *	30	30 *		30 *
AVG. AUD. BY ¼ HR.	%					13.7	14.4	14.9	16.1	21.8	22.9	23.3	22.8	18.0	18.0	17.4	16.9
WEEK 1 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)						12,140				11,550				14,860			
						14.3				13.6				17.5			
						← CODE NAME: FOXFIRE (SD) →				← V →				← MIAMI VICE →			
AVERAGE AUDIENCE (Households (000) & %)						8,740				9,000				12,570			
						10.3	9.9*		10.8*	10.6	10.3*		10.9*	14.8	14.5*		15.2*
SHARE OF AUDIENCE	%					17	16 *		17 *	17	16 *		17 *	25	24 *		26 *
AVG. AUD. BY ¼ HR.	%					9.6	10.2	10.9	10.6	10.2	10.4	10.6	11.2	14.1	14.9	15.2	15.1
WEEK 2 — ABC TV																	
TOTAL AUDIENCE (Households (000) & %)						17,490		15,450		13,670		12,650		15,200			
						20.6		18.2		16.1		14.9		17.9			
						WEBSTER (SD)		MR. BELVEDERE		BENSON		OFF THE RACK (SD)		← MATT HOUSTON (R) →			
AVERAGE AUDIENCE (Households (000) & %)						14,770		13,410		12,400		11,550		11,460			
						17.4		15.8		14.6		13.6		13.5	13.4*		13.5*
SHARE OF AUDIENCE	%					29		25		23		22		24	23 *		24 *
AVG. AUD. BY ¼ HR.	%					17.0	17.9	15.9	15.6	14.1	15.1	13.5	13.8	13.1	13.8	13.5	13.4
WEEK 2 — CBS TV																	
TOTAL AUDIENCE (Households (000) & %)						15,110				16,980				17,230			
						17.8				20.0				20.3			
						← DETECTIVE IN THE HOUSE (SUS-SD) →				← KNOTS LANDING(B) (SD) →				← CBS NCAA BSKBL CHMP FR 1 ST. JOHN'S VS VILLANOVA (10:00-12:00MD) (→OP)			
AVERAGE AUDIENCE (Households (000) & %)						10,700				13,580				9,170			
						12.6	11.6*		13.5*	16.0	15.5*		16.5*	10.8	11.6*		10.8*
SHARE OF AUDIENCE	%					21	20 *		22 *	27	26 *		28 *	20	20 *		18 *
AVG. AUD. BY ¼ HR.	%					11.4	11.8	13.0	14.0	15.1	15.8	16.6	16.3	12.2	11.0	11.0	10.7
WEEK 2 — NBC TV																	
TOTAL AUDIENCE (Households (000) & %)						12,900				13,330				18,080			
						15.2				15.7				21.3			
						← CODE NAME: FOXFIRE (SD) →				← V (SD) →				← MIAMI VICE (R) →			
AVERAGE AUDIENCE (Households (000) & %)						9,590				10,360				14,430			
						11.3	10.4*		12.2*	12.2	11.7*		12.8*	17.0	16.5*		17.5*
SHARE OF AUDIENCE	%					18	17 *		20 *	20	19 *		21 *	30	28 *		31 *
AVG. AUD. BY ¼ HR.	%					9.6	11.2	12.1	12.3	11.6	11.8	12.7	12.9	16.0	16.9	17.4	17.5
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	54.3	55.8	56.6	58.1	59.6	60.9	61.5	62.2	63.0	63.6	63.5	62.7	60.4	60.2	58.7	57.1
	WK. 2	55.2	56.7	58.1	59.1	59.4	60.5	61.6	62.7	62.4	62.7	61.7	61.4	58.5	57.4	56.5	55.4

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.FRI. MAR.22, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.16, 1985

WEEK 1

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					16,640				15,280				15,110			
TOTAL AUDIENCE (%)					19.6				18.0				17.8			
Program					T.J. HOOKER (SD)				LOVE BOAT (R)(SD)				FINDER OF LOST LOVES			
AVERAGE AUDIENCE (Households (000))					12,820				11,550				12,310			
AVERAGE AUDIENCE (%)					15.1	14.4*		15.8*	13.6	13.1*		14.2*	14.5	14.3*		14.8*
SHARE OF AUDIENCE %					26	25 *		27 *	23	22 *		24 *	26	25 *		28 *
AVG. AUD. BY ¼ HR. %					14.0	14.9	15.9	15.7	12.8	13.3	13.8	14.6	14.1	14.4	14.7	14.9
CBS TV TOTAL AUDIENCE (Households (000))					9,760				13,670				13,330			
TOTAL AUDIENCE (%)					11.5				16.1				15.7			
Program					OTHERWORLD (SD)				AIRWOLF (R)(SD)				COVER-UP (R)			
AVERAGE AUDIENCE (Households (000))					7,050				10,870				10,020			
AVERAGE AUDIENCE (%)					8.3	8.3*		8.3*	12.8	12.2*		13.4*	11.8	11.8*		11.8*
SHARE OF AUDIENCE %					14	14 *		14 *	22	21 *		23 *	22	21 *		22 *
AVG. AUD. BY ¼ HR. %					8.5	8.1	8.3	8.3	11.9	12.6	13.5	13.3	11.8	11.8	11.6	11.9
NBC TV TOTAL AUDIENCE (Households (000))					13,750		14,180		12,820		11,380		10,780			
TOTAL AUDIENCE (%)					16.2		16.7		15.1		13.4		12.7			
Program					DIFF'RENT STROKES-SAT. (R)		CANDID KIDS SPECIAL (SD)		GIMME A BREAK (R)		IT'S YOUR MOVE (R)(SD)		NBC WHITE PAPER WOMEN,WORK & BABIES: CAN AMERICA COPE?			
AVERAGE AUDIENCE (Households (000))					12,230		12,900		11,380		10,190		7,560			
AVERAGE AUDIENCE (%)					14.4		15.2		13.4		12.0		8.9	8.9*		8.8*
SHARE OF AUDIENCE %					25		26		23		20		16	16 *		16 *
AVG. AUD. BY ¼ HR. %					13.6	15.2	14.8	15.6	13.5	13.4	12.1	11.8	9.2	8.6	8.9	8.8

WEEK 2

TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000))					15,030				15,370				13,410			
TOTAL AUDIENCE (%)					17.7				18.1				15.8			
Program					T.J. HOOKER (SD)				LOVE BOAT (SD)				FINDER OF LOST LOVES (R)			
AVERAGE AUDIENCE (Households (000))					11,630				12,060				9,930			
AVERAGE AUDIENCE (%)					13.7	12.5*		14.9*	14.2	13.9*		14.6*	11.7	11.7*		11.7*
SHARE OF AUDIENCE %					23	21 *		24 *	24	23 *		24 *	21	21 *		22 *
AVG. AUD. BY ¼ HR. %					11.8	13.1	14.6	15.1	13.6	14.1	14.5	14.6	11.9	11.5	11.7	11.7
CBS TV TOTAL AUDIENCE (Households (000))					13,500		13,410		15,710				13,330			
TOTAL AUDIENCE (%)					15.9		15.8		18.5				15.7			
Program					GARFIELD IN THE ROUGH (R)		IT'S MAGIC CHARLIE BROWN (R)(SD)		AIRWOLF (SD)				COVER-UP			
AVERAGE AUDIENCE (Households (000))					11,550		12,060		12,480				10,700			
AVERAGE AUDIENCE (%)					13.6		14.2		14.7	14.3*		15.1*	12.6	12.6*		12.6*
SHARE OF AUDIENCE %					23		23		24	24 *		25 *	23	23 *		23 *
AVG. AUD. BY ¼ HR. %					13.4	13.8	13.6	14.7	14.5	14.1	15.3	14.8	12.5	12.7	12.6	12.6
NBC TV TOTAL AUDIENCE (Households (000))					12,400		10,780		11,210		10,530		14,180			
TOTAL AUDIENCE (%)					14.6		12.7		13.2		12.4		16.7			
Program					DIFF'RENT STROKES-SAT.		DOUBLE TROUBLE (SD)		GIMME A BREAK		UNDER ONE ROOF		HUNTER			
AVERAGE AUDIENCE (Households (000))					10,270		9,680		9,680		9,340		11,040			
AVERAGE AUDIENCE (%)					12.1		11.4		11.4		11.0		13.0	12.9*		13.2*
SHARE OF AUDIENCE %					20		19		19		18		24	23 *		24 *
AVG. AUD. BY ¼ HR. %					11.3	12.8	11.6	11.2	11.2	11.7	10.5	11.5	12.8	13.0	13.1	13.3

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	52.5	53.1	54.4	56.0	57.3	58.7	59.0	59.5	59.0	59.7	59.2	58.9	56.5	55.8	54.2	52.6
WK. 2	51.6	52.7	54.1	56.5	58.7	60.1	60.4	61.5	60.7	60.2	60.4	59.6	56.7	55.3	54.4	53.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. MAR.23, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. MAR.16, 1985

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)			4,160 4.9													
					ABC WEEKED REPORT-SAT.													
		AVERAGE AUDIENCE (Households (000) & %)			3,990 4.7													
		SHARE OF AUDIENCE %			12													
		AVG. AUD. BY ¼ HR. %			4.7													
	CBS TV	TOTAL AUDIENCE (Households (000) & %)																
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %																
	NBC TV	TOTAL AUDIENCE (Households (000) & %)			9,420 11.1													
					← SATURDAY NIGHT → (11:30-12:50AM) (SUSTAINING 12:50-1:00AM)													
		AVERAGE AUDIENCE (Households (000) & %)			5,180 6.1	7.2*		5.9*		4.9*								
		SHARE OF AUDIENCE %			19	19 *		19 *		19 *								
		AVG. AUD. BY ¼ HR. %			7.6	6.7	6.2	5.7	5.2	4.2								
WEEK 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)			3,060 3.6													
					ABC WEEKEND REPORT-SAT.													
		AVERAGE AUDIENCE (Households (000) & %)			3,060 3.6													
		SHARE OF AUDIENCE %			9													
		AVG. AUD. BY ¼ HR. %			3.6													
	CBS TV	TOTAL AUDIENCE (Households (000) & %)																
		AVERAGE AUDIENCE (Households (000) & %)																
		SHARE OF AUDIENCE %																
		AVG. AUD. BY ¼ HR. %																
	NBC TV	TOTAL AUDIENCE (Households (000) & %)			11,720 13.8													
					← SATURDAY NIGHT → (11:30-12:51AM) (SUSTAINING 12:51-1:00AM)													
		AVERAGE AUDIENCE (Households (000) & %)			6,960 8.2	9.1*		8.1*		6.9*								
		SHARE OF AUDIENCE %			23	23 *		24 *		24 *								
		AVG. AUD. BY ¼ HR. %			9.5	8.8	8.4	7.7	7.2	6.2								
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	47.8	44.6	38.8	35.5	32.1	29.6	26.7	24.3	22.1	19.9	17.4	15.2	13.6	12.4	11.2	9.7
		WK. 2	50.5	46.8	41.7	39.0	35.8	32.1	30.0	27.6	24.9	22.7	19.8	17.8	15.9	14.0	12.7	12.0

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SAT. MAR.23, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.17, 1985

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	(000)	13,580				20,890										10,360	
	%	16.0				24.6										12.2	
Program		RIPLEY'S BELIEVE IT-NOT (R)				ABC SUNDAY NIGHT MOVIE BRUBAKER (R)(SD)										FOUL UPS, BLEEPS&BLUNDERS	
AVERAGE AUDIENCE (Households (000) & %)	(000)	9,680				11,890										9,170	
	%	11.4	10.8*		12.0*	14.0	12.3*		12.8*		14.6*		14.7*		15.7*	10.8	
SHARE OF AUDIENCE	%	19	19 *		19 *	21	19 *		19 *		22 *		22 *		25 *	19	
AVG. AUD. BY ¼ HR.	%	10.5	11.1	11.3	12.7	12.0	12.5	12.8	12.9	14.7	14.5	14.4	14.9	16.2	15.2	10.9	10.7
CBS TV TOTAL AUDIENCE (Households (000) & %)	(000)	24,450				22,580				21,390				19,270			
	%	28.8				26.6				25.2				22.7			
Program		60 MINUTES				MURDER, SHE WROTE (SD)				CRAZY LIKE A FOX (SD)				TRAPPER JOHN, M.D.			
AVERAGE AUDIENCE (Households (000) & %)	(000)	17,830				19,020				17,400				15,450			
	%	21.0	19.3*		22.7*	22.4	22.0*		22.7*	20.5	20.3*		20.8*	18.2	18.2*		18.2*
SHARE OF AUDIENCE	%	35	34 *		37 *	34	34 *		33 *	31	30 *		31 *	31	29 *		32 *
AVG. AUD. BY ¼ HR.	%	17.9	20.8	22.7	22.6	21.9	22.1	22.7	22.7	20.3	20.3	20.8	20.8	18.2	18.1	18.5	17.9
NBC TV TOTAL AUDIENCE (Households (000) & %)	(000)	9,680		10,440		17,230				21,990							
	%	11.4		12.3		20.3				25.9							
Program		SILVER SPOONS		PUNKY BREWSTER (R)		KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE THE BURNING BED (R)							
AVERAGE AUDIENCE (Households (000) & %)	(000)	7,640		8,830		13,410				14,520							
	%	9.0		10.4		15.8	14.9*		16.8*	17.1	16.2*		16.6*		17.1*		18.4*
SHARE OF AUDIENCE	%	16		17		24	23 *		25 *	27	24 *		25 *		27 *		32 *
AVG. AUD. BY ¼ HR.	%	8.1	10.0	9.9	11.0	14.4	15.4	16.5	17.1	16.0	16.4	16.6	16.6	16.8	17.5	19.1	17.8

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	(000)	12,820				16,980				24,880							
	%	15.1				20.0				29.3							
Program		RIPLEY'S BELIEVE IT-NOT (R)				LIFES-EMBARASSING MOMENTS (R)(SD)				ABC SUNDAY NIGHT MOVIE CALIFORNIA GIRLS (SD)							
AVERAGE AUDIENCE (Households (000) & %)	(000)	9,000				13,160				17,230							
	%	10.6	10.2*		11.1*	15.5	14.6*		16.4*	20.3	19.3*		20.3*		20.9*		20.8*
SHARE OF AUDIENCE	%	17	17 *		18 *	23	22 *		23 *	31	28 *		30 *		33 *		35 *
AVG. AUD. BY ¼ HR.	%	9.8	10.6	11.1	11.1	13.8	15.4	16.1	16.7	19.0	19.5	19.8	20.8	20.8	21.0	21.3	20.3
CBS TV TOTAL AUDIENCE (Households (000) & %)	(000)	23,860				20,290				19,100				16,640			
	%	28.1				23.9				22.5				19.6			
Program		60 MINUTES				MURDER, SHE WROTE (R)(SD)				CRAZY LIKE A FOX (SD)				TRAPPER JOHN, M.D.			
AVERAGE AUDIENCE (Households (000) & %)	(000)	19,100				16,390				15,710				13,920			
	%	22.5	21.2*		23.7*	19.3	19.2*		19.4*	18.5	17.9*		19.2*	16.4	16.2*		16.6*
SHARE OF AUDIENCE	%	36	35 *		37 *	28	29 *		28 *	27	26 *		28 *	27	26 *		28 *
AVG. AUD. BY ¼ HR.	%	20.2	22.2	23.4	24.0	19.2	19.1	19.6	19.1	17.2	18.5	19.4	19.1	15.6	16.7	16.8	16.4
NBC TV TOTAL AUDIENCE (Households (000) & %)	(000)	11,210		12,570		17,320				19,440							
	%	13.2		14.8		20.4				22.9							
Program		SILVER SPOONS		PUNKY BREWSTER (R)		KNIGHT RIDER (SD)				NBC SUNDAY NIGHT MOVIE HALF NELSON (SD)							
AVERAGE AUDIENCE (Households (000) & %)	(000)	9,250		10,950		14,260				12,060							
	%	10.9		12.9		16.8	16.3*		17.3*	14.2	14.9*		14.4*		14.3*		13.3*
SHARE OF AUDIENCE	%	18		20		25	24 *		25 *	22	22 *		21 *		23 *		23 *
AVG. AUD. BY ¼ HR.	%	10.0	11.8	12.1	13.6	15.4	17.2	17.1	17.4	15.3	14.6	14.7	14.1	14.7	13.9	13.6	13.0

TV HOUSEHOLDS USING TV (See Def. 1)		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
	WK. 1	55.5	58.5	60.6	63.0	64.7	66.0	67.7	68.6	67.1	66.7	66.6	66.3	63.7	61.6	57.8	55.5
	WK. 2	59.6	61.4	62.3	64.2	65.9	68.1	69.5	70.1	68.7	69.0	68.9	67.3	64.1	62.7	60.3	57.9

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SUN. MAR.24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. MAR.17, 1985

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 1																	
ABC TV — TOTAL AUDIENCE (Households (000) & %)				3,230 3.8													
ABC TV — Program				ABC WEEKEND REPORT-SUN.													
ABC TV — AVERAGE AUDIENCE (Households (000) & %)				3,140 3.7													
ABC TV — SHARE OF AUDIENCE	%			17													
ABC TV — AVG. AUD. BY ¼ HR.	%			3.7													
CBS TV — TOTAL AUDIENCE (Households (000) & %)		5,350 6.3															
CBS TV — Program		CBS SUNDAY NEWS-OSGOOD															
CBS TV — AVERAGE AUDIENCE (Households (000) & %)		5,090 6.0															
CBS TV — SHARE OF AUDIENCE	%	13															
CBS TV — AVG. AUD. BY ¼ HR.	%	6.0															
NBC TV — TOTAL AUDIENCE (Households (000) & %)						1,020 1.2											
NBC TV — Program						G MICHAELS SPORTS MACHINE											
NBC TV — AVERAGE AUDIENCE (Households (000) & %)						930 1.1											
NBC TV — SHARE OF AUDIENCE	%					4											
NBC TV — AVG. AUD. BY ¼ HR.	%					1.1											

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WEEK 2																	
ABC TV — TOTAL AUDIENCE (Households (000) & %)				3,480 4.1													
ABC TV — Program				ABC WEEKEND REPORT-SUN.													
ABC TV — AVERAGE AUDIENCE (Households (000) & %)				3,400 4.0													
ABC TV — SHARE OF AUDIENCE	%			12													
ABC TV — AVG. AUD. BY ¼ HR.	%			4.0													
CBS TV — TOTAL AUDIENCE (Households (000) & %)		4,920 5.8															
CBS TV — Program		CBS SUNDAY NEWS-OSGOOD															
CBS TV — AVERAGE AUDIENCE (Households (000) & %)		4,670 5.5															
CBS TV — SHARE OF AUDIENCE	%	12															
CBS TV — AVG. AUD. BY ¼ HR.	%	5.5															
NBC TV — TOTAL AUDIENCE (Households (000) & %)						1,270 1.5											
NBC TV — Program						G MICHAELS SPORTS MACHINE											
NBC TV — AVERAGE AUDIENCE (Households (000) & %)						1,190 1.4											
NBC TV — SHARE OF AUDIENCE	%					5											
NBC TV — AVG. AUD. BY ¼ HR.	%					1.4											
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	48.1	42.0	34.9	30.2	25.8	22.3	18.4	16.4	14.1	12.4	10.8	9.7	8.9	7.9	6.9	6.3
	WK. 2	48.5	42.4	35.9	31.7	27.2	23.7	19.7	17.2	15.3	13.7	12.4	11.0	9.2	8.2	7.0	6.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

EVE.SUN. MAR.24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.11-15, 1985

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,690 6.7				5,690 6.7									
	Program	← GOOD MORNING, AMERICA-730 →	(CO-OP)	(PARTICIPATING)		← GOOD MORNING, AMERICA-830 →	(CO-OP)	(PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,500 5.3				4,670 5.5									
	SHARE OF AUDIENCE %			23				23									
	AVG. AUD. BY ¼ HR. %			5.2	5.4			5.5	5.4								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,650 4.3				3,820 4.5						5,350 6.3		4,750 5.6	
	Program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			2,970 3.5				3,060 3.6						4,670 5.5		3,990 4.7	
	SHARE OF AUDIENCE %			15				15						23		20	
	AVG. AUD. BY ¼ HR. %			3.4	3.5			3.5	3.7					5.3	5.7	4.7	4.7
NBC TV	TOTAL AUDIENCE (Households (000) & %)			5,090 6.0				4,920 5.8						2,550 3.0		4,410 5.2	
	Program	← TODAY SHOW-7.30AM →	(CO-OP)	(PARTICIPATING)		← TODAY SHOW-8.30AM →	(CO-OP)	(PARTICIPATING)						TIME MACHINE		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			4,160 4.9				4,080 4.8						2,120 2.5		3,740 4.4	
	SHARE OF AUDIENCE %			21				20						10		18	
	AVG. AUD. BY ¼ HR. %			5.0	4.8			4.8	4.8					2.5	2.6	4.2	4.7

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV	TOTAL AUDIENCE (Households (000) & %)			5,520 6.5				5,260 6.2									
	Program	← GOOD MORNING, AMERICA-730 →	(CO-OP)	(PARTICIPATING)		← GOOD MORNING, AMERICA-830 →	(CO-OP)	(PARTICIPATING)									
	AVERAGE AUDIENCE (Households (000) & %)			4,330 5.1				4,330 5.1									
	SHARE OF AUDIENCE %			22				21									
	AVG. AUD. BY ¼ HR. %			5.1	5.0			5.0	5.1								
CBS TV	TOTAL AUDIENCE (Households (000) & %)			3,650 4.3				3,820 4.5						5,430 6.4		4,920 5.8	
	Program			CBS MORNING NEWS 1				CBS MORNING NEWS 2						$25,000 PYRAMID		PRESS YOUR LUCK	
	AVERAGE AUDIENCE (Households (000) & %)			2,970 3.5				3,140 3.7						4,750 5.6		4,250 5.0	
	SHARE OF AUDIENCE %			15				15						23		21	
	AVG. AUD. BY ¼ HR. %			3.4	3.4			3.6	3.8					5.4	5.8	4.9	5.0
NBC TV	TOTAL AUDIENCE (Households (000) & %)			5,600 6.6				5,350 6.3						2,630 3.1		4,250 5.0	
	Program	← TODAY SHOW-7.30AM →	(CO-OP)	(PARTICIPATING)		← TODAY SHOW-8.30AM →	(CO-OP)	(PARTICIPATING)						TIME MACHINE		SALE OF THE CENTURY	
	AVERAGE AUDIENCE (Households (000) & %)			4,500 5.3				4,500 5.3						1,950 2.3		3,650 4.3	
	SHARE OF AUDIENCE %			23				22						9		18	
	AVG. AUD. BY ¼ HR. %			5.3	5.2			5.5	5.2					2.3	2.4	4.1	4.5
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	14.4	17.0	18.9	21.1	22.3	23.3	23.6	23.9	24.1	24.3	24.5	24.4	24.4	24.4	24.0	24.1
	WK. 2	14.4	17.3	19.7	21.5	22.8	24.0	24.1	24.0	24.0	24.2	24.2	24.0	24.2	24.4	24.2	24.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.-FRI. MAR.18-22, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. MAR.11-15, 1985

WEEK 1

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	2,970		3,400		3,060		4,080		8,150				7,390			
TOTAL AUDIENCE (%)	3.5		4.0		3.6		4.8		9.6				8.7			
Program	TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (SD) →			
AVERAGE AUDIENCE (Households (000))	2,550		2,890		2,460		3,400		6,280				5,860			
AVERAGE AUDIENCE (%)	3.0		3.4		2.9		4.0		7.4	7.0*		7.8*	6.9	6.8*		7.0*
SHARE OF AUDIENCE %	13		14		11		15		25	24 *		26 *	24	24 *		25 *
AVG. AUD. BY ¼ HR. %	3.0	3.0	3.4	3.5	2.9	3.1	3.8	4.3	6.8	7.3	7.7	7.9	6.7	6.7	6.9	7.1

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	6,620		7,980				8,410				7,220				5,260	
TOTAL AUDIENCE (%)	7.8		9.4				9.9				8.5				6.2	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
AVERAGE AUDIENCE (Households (000))	5,690		6,880				6,200				5,600				4,750	
AVERAGE AUDIENCE (%)	6.7		8.1				7.3	7.2*		7.4*	6.6	6.4*		6.7*	5.6	
SHARE OF AUDIENCE %	28		34				27	28 *		27 *	22	21 *		23 *	20	
AVG. AUD. BY ¼ HR. %	6.4	6.9	8.0	8.2			7.1	7.3	7.4	7.4	6.3	6.5	6.8	6.6	5.5	5.7

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	6,450		5,260		3,400		3,060		7,470				5,690			
TOTAL AUDIENCE (%)	7.6		6.2		4.0		3.6		8.8				6.7			
Program	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
AVERAGE AUDIENCE (Households (000))	5,600		4,500		2,800		2,630		5,940				4,410			
AVERAGE AUDIENCE (%)	6.6		5.3		3.3		3.1		7.0	6.8*		7.3*	5.2	5.3*		5.1*
SHARE OF AUDIENCE %	28		22		13		12		24	23 *		24 *	18	18 *		18 *
AVG. AUD. BY ¼ HR. %	6.6	6.6	5.4	5.3	3.4	3.3	3.0	3.2	6.5	7.0	7.3	7.3	5.4	5.2	5.2	5.0

WEEK 2

ABC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	2,800		3,140		3,140		3,820		8,490				7,810			
TOTAL AUDIENCE (%)	3.3		3.7		3.7		4.5		10.0				9.2			
Program	TRIVIA TRAP		FAMILY FEUD		RYAN'S HOPE		LOVING		← ALL MY CHILDREN →				← ONE LIFE TO LIVE (SD) →			
AVERAGE AUDIENCE (Households (000))	2,460		2,720		2,630		3,310		6,620				5,860			
AVERAGE AUDIENCE (%)	2.9		3.2		3.1		3.9		7.8	7.5*		8.1*	6.9	6.7*		7.1*
SHARE OF AUDIENCE %	12		13		12		14		27	26 *		27 *	25	24 *		26 *
AVG. AUD. BY ¼ HR. %	2.9	2.8	3.1	3.3	3.1	3.2	3.7	4.1	7.1	7.8	8.2	8.0	6.7	6.7	6.8	7.3

CBS TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	7,300		8,320				8,740				7,300				5,520	
TOTAL AUDIENCE (%)	8.6		9.8				10.3				8.6				6.5	
Program	PRICE IS RIGHT 1		PRICE IS RIGHT 2 (SD)				← YOUNG AND THE RESTLESS →				← AS THE WORLD TURNS →				CAPITOL	
AVERAGE AUDIENCE (Households (000))	6,370		7,390				6,540				5,770				4,920	
AVERAGE AUDIENCE (%)	7.5		8.7				7.7	7.7*		7.7*	6.8	6.7*		6.9*	5.8	
SHARE OF AUDIENCE %	31		35				29	29 *		28 *	24	23 *		25 *	21	
AVG. AUD. BY ¼ HR. %	7.3	7.8	8.6	8.7			7.7	7.7	7.8	7.6	6.7	6.8	7.0	6.8	5.8	5.9

NBC TV

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
TOTAL AUDIENCE (Households (000))	6,710		5,010		3,400		2,970		7,390				5,260			
TOTAL AUDIENCE (%)	7.9		5.9		4.0		3.5		8.7				6.2			
Program	WHEEL OF FORTUNE		SCRABBLE		SUPER PASSWORD		SEARCH FOR TOMORROW		← DAYS OF OUR LIVES →				← ANOTHER WORLD (SD) →			
AVERAGE AUDIENCE (Households (000))	5,690		4,330		2,890		2,630		5,940				4,250			
AVERAGE AUDIENCE (%)	6.7		5.1		3.4		3.1		7.0	6.8*		7.3*	5.0	5.0*		4.9*
SHARE OF AUDIENCE %	27		21		13		12		24	23 *		25 *	18	18 *		18 *
AVG. AUD. BY ¼ HR. %	6.6	6.9	5.1	5.2	3.3	3.5	3.0	3.1	6.5	7.0	7.2	7.4	5.1	5.0	5.0	4.8

TV HOUSEHOLDS USING TV (See Def. 1)	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
WK. 1	24.1	24.3	24.2	24.8	26.0	26.5	26.6	27.7	28.5	29.1	29.4	29.7	28.9	28.9	28.3	29.1
WK. 2	24.4	24.9	24.7	25.0	26.0	26.9	27.0	27.6	28.5	29.0	29.0	29.2	28.4	28.4	28.1	28.8

U.S. TV Households: 84,900,000

For explanation of symbols, See page A

DAY MON.-FRI. MAR.18-22, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.–FRI. MAR.11–15, 1985

WEEK 1

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		8,910 10.5														10,270 12.1	
Program		← GENERAL HOSPITAL →														ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)		6,960 8.2	8.0*		8.3*											9,000 10.6	
SHARE OF AUDIENCE	%	27	27 *		27 *											19	
AVG. AUD. BY ¼ HR.	%	7.9	8.1	8.4	8.3											10.4	10.8
CBS TV TOTAL AUDIENCE (Households (000) & %)		7,390 8.7				2,630 3.1										12,570 14.8	
Program		← GUIDING LIGHT (SD) →				BODY LANGUAGE										CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)		6,030 7.1	6.9*		7.2*	2,290 2.7										11,120 13.1	
SHARE OF AUDIENCE	%	23	23 *		23 *	8										23	
AVG. AUD. BY ¼ HR.	%	6.7	7.1	7.3	7.2	2.6	2.7									12.8	13.3
NBC TV TOTAL AUDIENCE (Households (000) & %)		4,250 5.0														10,780 12.7	
Program		← SANTA BARBARA →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)		3,140 3.7	3.5*		3.8*											9,420 11.1	
SHARE OF AUDIENCE	%	12	12 *		12 *											20	
AVG. AUD. BY ¼ HR.	%	3.5	3.5	3.7	3.9											10.8	11.4

WEEK 2

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)		9,510 11.2														10,530 12.4	
Program		← GENERAL HOSPITAL →				← (S)(OP) →										ABC WORLD NEWS TONIGHT	
AVERAGE AUDIENCE (Households (000) & %)		7,470 8.8	8.6*		9.0*											9,000 10.6	
SHARE OF AUDIENCE	%	28	29 *		28 *											19	
AVG. AUD. BY ¼ HR.	%	8.4	8.8	9.0	9.0											10.4	10.8
CBS TV TOTAL AUDIENCE (Households (000) & %)		8,150 9.6				2,630 3.1										12,480 14.7	
Program		← GUIDING LIGHT (SD) →				BODY LANGUAGE		← (S)(OP) →								CBS EVENING NEWS-RATHER	
AVERAGE AUDIENCE (Households (000) & %)		6,540 7.7	7.6*		7.9*	2,210 2.6										10,870 12.8	
SHARE OF AUDIENCE	%	25	25 *		25 *	8										23	
AVG. AUD. BY ¼ HR.	%	7.4	7.8	7.9	7.8	2.6	2.5									12.7	13.0
NBC TV TOTAL AUDIENCE (Households (000) & %)		4,500 5.3														10,870 12.8	
Program		← SANTA BARBARA →														NBC NIGHTLY NEWS	
AVERAGE AUDIENCE (Households (000) & %)		3,230 3.8	3.7*		3.9*											9,590 11.3	
SHARE OF AUDIENCE	%	12	12 *		12 *											21	
AVG. AUD. BY ¼ HR.	%	3.7	3.6	3.8	3.9											10.9	11.7

TV HOUSEHOLDS USING TV (See Def. 1)		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
	WK. 1	30.0	30.9	31.4	32.3	32.1	33.8	35.1	37.0	38.7	41.0	43.3	46.1	49.6	52.6	54.9	56.7
	WK. 2	29.8	31.0	32.1	33.0	32.4	34.0	35.2	37.0	39.2	41.3	43.3	46.0	49.9	52.5	54.3	56.2

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY MON.–FRI. MAR.18–22, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.16, 1985

WEEK 1

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	3,570 4.2		4,410 5.2		4,750 5.6		4,410 5.2		4,330 5.1		4,080 4.8	
Program	SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
AVERAGE AUDIENCE (Households (000) & %)	2,720 3.2		3,740 4.4		4,080 4.8		3,910 4.6		3,480 4.1		3,310 3.9	
SHARE OF AUDIENCE %	17		20		19		17		15		14	
AVG. AUD. BY ¼ HR. %	2.8	3.6	4.2	4.6	4.8	4.8	4.5	4.6	4.2	4.0	3.8	4.0
CBS TV TOTAL AUDIENCE (Households (000) & %)	3,820 4.5		4,330 5.1		5,690 6.7		6,200 7.3		6,030 7.1		6,370 7.5	
Program	SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
AVERAGE AUDIENCE (Households (000) & %)	2,890 3.4		3,740 4.4		4,920 5.8		5,260 6.2		5,180 6.1		5,260 6.2	
SHARE OF AUDIENCE %	18		20		23		23		22		22	
AVG. AUD. BY ¼ HR. %	2.9	3.8	4.2	4.6	5.6	6.0	6.2	6.1	6.0	6.1	6.4	6.1
NBC TV TOTAL AUDIENCE (Households (000) & %)	5,090 6.0		6,110 7.2		6,450 7.6		7,640 9.0		8,830 10.4		7,560 8.9	
Program	SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000) & %)	4,160 4.9		4,750 5.6		5,430 6.4		6,710 7.9		7,220 8.5		6,450 7.6	
SHARE OF AUDIENCE %	26		25		25		29		30		27	
AVG. AUD. BY ¼ HR. %	4.6	5.2	5.2	6.0	6.2	6.5	7.7	8.1	8.7	8.3	7.6	7.5

WEEK 2

TIME	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)	4,080 4.8		4,410 5.2		4,750 5.6		5,090 6.0		3,740 4.4		5,010 5.9	
Program	SUPERFRIENDS: SUPERPOWERS2 (SD)		SUPERFRIENDS: SUPERPOWERS		MIGHTY ORBOTS		TURBO TEEN (SD)		DRAGON'S LAIR (SD)		NEW SCOOBY DOO MYSTERIES	
AVERAGE AUDIENCE (Households (000) & %)	3,230 3.8		3,820 4.5		4,080 4.8		4,330 5.1		3,400 4.0		4,250 5.0	
SHARE OF AUDIENCE %	20		19		18		18		13		16	
AVG. AUD. BY ¼ HR. %	3.3	4.2	4.4	4.6	4.6	4.9	5.2	4.9	3.9	4.0	5.0	4.9
CBS TV TOTAL AUDIENCE (Households (000) & %)	3,990 4.7		4,920 5.8		7,470 8.8		5,430 6.4		6,030 7.1		6,450 7.6	
Program	SHIRT TALES (SD)		GET ALONG GANG (SD)		MUPPET BABIES		DUNGEONS AND DRAGONS (SD)		BUGS BUNNY/ROAD RUNNER 1		BUGS BUNNY/ROAD RUNNER 2	
AVERAGE AUDIENCE (Households (000) & %)	3,230 3.8		4,250 5.0		6,280 7.4		4,410 5.2		4,920 5.8		5,430 6.4	
SHARE OF AUDIENCE %	20		21		28		18		19		20	
AVG. AUD. BY ¼ HR. %	3.6	4.0	4.6	5.4	7.2	7.5	5.1	5.4	5.6	6.1	6.2	6.6
NBC TV TOTAL AUDIENCE (Households (000) & %)	4,330 5.1		5,430 6.4		6,710 7.9		8,490 10.0		8,570 10.1		7,730 9.1	
Program	SNORKS (SD)		PINK PANTHER AND SONS (SD)		SMURFS I		SMURFS II		SMURFS III (SD)		ALVIN AND THE CHIPMUNKS (SD)	
AVERAGE AUDIENCE (Households (000) & %)	3,570 4.2		4,500 5.3		5,600 6.6		7,640 9.0		7,810 9.2		6,450 7.6	
SHARE OF AUDIENCE %	22		22		25		31		30		24	
AVG. AUD. BY ¼ HR. %	3.7	4.8	5.1	5.5	6.2	6.9	8.8	9.2	9.5	8.9	7.8	7.4

TV HOUSEHOLDS USING TV (See Def. 1)	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
WK. 1	9.8	11.9	14.3	16.2	19.0	21.6	22.3	23.7	24.9	26.3	26.8	27.8	27.8	27.8	27.6	27.5
WK. 2	11.2	12.4	14.3	17.8	19.6	21.4	23.2	24.9	26.6	27.8	28.7	29.4	30.3	30.8	31.8	31.5

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. MAR.23, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.16, 1985

WEEK 1

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	4,580 5.4		4,840 5.7		4,920 5.8		4,410 5.2									
Program	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS COUGAR, PART 2 (R)		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000) & %)	3,570 4.2		3,990 4.7		3,820 4.5		2,800 3.3	3.1*		3.5*						
SHARE OF AUDIENCE %	15		16		15		11	10 *		11 *						
AVG. AUD. BY ¼ HR. %	4.3	4.2	4.7	4.7	4.4	4.7	3.2	3.1	3.6	3.4						
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	5,350 6.3		4,750 5.6		13,070 15.4								12,480 14.7			
Program	BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE (SD)		← CBS NCAA BSKBL CHAMP-SA-1 GEORGETOWN VS TEMPLE KENTUCKY VS NEVADA-LAS VEGAS MULTI-SEGMENT TELECAST(→OP)								← CBS NCAA BSKBL CHAMP-SA-2 VARIOUS TEAMS AND TIMES→ MULTI-SEGMENT TELECAST (OP)			
AVERAGE AUDIENCE (Households (000) & %)	4,580 5.4		3,820 4.5		6,030 7.1	5.8*		7.2*		7.8*		8.2*	6,370 7.5	7.1*		7.8*
SHARE OF AUDIENCE %	19		16		22	19 *		23 *		24 *		24 *	23	22 *		24 *
AVG. AUD. BY ¼ HR. %	5.4	5.3	4.9	4.2	5.4	6.3	6.8	7.6	7.8	7.7	8.1	8.4	6.8	7.3	7.8	7.8
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	6,370 7.5		6,370 7.5		5,010 5.9		3,820 4.5									
Program	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK									
AVERAGE AUDIENCE (Households (000) & %)	5,350 6.3		5,090 6.0		3,740 4.4		3,060 3.6									
SHARE OF AUDIENCE %	22		21		15		12									
AVG. AUD. BY ¼ HR. %	6.4	6.1	5.9	6.1	4.3	4.6	3.6	3.6								

WEEK 2

TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV																
TOTAL AUDIENCE (Households (000) & %)	4,840 5.7		6,030 7.1		4,920 5.8		5,520 6.5									
Program	SCARY SCOOBY DOO FUNNIES (SD)		LITTLES		ABC WEEKEND SPECIALS COUGAR, PART 3 (R)		← AMERICAN BANDSTAND →									
AVERAGE AUDIENCE (Households (000) & %)	4,080 4.8		4,920 5.8		3,820 4.5		3,310 3.9	3.8*		3.9*						
SHARE OF AUDIENCE %	16		19		15		12	12 *		12 *						
AVG. AUD. BY ¼ HR. %	4.7	5.0	5.8	5.9	4.3	4.6	3.9	3.7	4.2	3.7						
CBS TV																
TOTAL AUDIENCE (Households (000) & %)	6,880 8.1		4,920 5.8		4,920 5.8				3,740 4.4		5,940 7.0	14,180 16.7				
Program	BUGS BUNNY/ROAD RUNNER 3 (SD)		PRYOR'S PLACE (SD)		← SATURDAY SUPERCADE →				POLE POSITION		(1) (→OP)	← CBS NCAA BSKBL CHAMP-SA-1 MEMPHIS ST. VS OKLAHOMA (1:50-3:56PM) (OP)				
AVERAGE AUDIENCE (Households (000) & %)	5,430 6.4		3,990 4.7		2,630 3.1	2.9*		3.4*	3,140 3.7		5,090 6.0	7,640 9.0		8.8*		8.5*
SHARE OF AUDIENCE %	21		15		10	9 *		11 *	12		19	26		26 *		25 *
AVG. AUD. BY ¼ HR. %	6.7	6.0	4.8	4.7	3.2	2.5	3.3	3.4	3.5	4.0	6.0	6.7	8.4	9.2	9.0	8.1
NBC TV																
TOTAL AUDIENCE (Households (000) & %)	6,540 7.7		5,180 6.1		5,090 6.0		4,410 5.2									
Program	KIDD VIDEO		MR. T		SPIDERMAN AND FRIENDS (SD)		INCREDIBLE HULK									
AVERAGE AUDIENCE (Households (000) & %)	5,430 6.4		4,580 5.4		4,330 5.1		3,400 4.0									
SHARE OF AUDIENCE %	21		18		17		13									
AVG. AUD. BY ¼ HR. %	6.4	6.4	5.2	5.6	5.0	5.3	3.8	4.3								

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	28.0	28.7	28.9	28.9	28.5	29.9	30.2	30.4	30.9	30.2	30.6	31.4	31.5	31.8	31.9	32.6
	WK. 2	31.0	31.5	30.6	30.9	30.0	30.6	31.3	31.5	31.6	31.9	31.5	32.8	33.2	34.1	34.3	34.5

U.S. TV Households: 84,900,000

(1)NCAA TOURNAMENT TODAY-SAT,CBS,(1:30-1:50PM)(S)

For explanation of symbols, See page A.

DAY SAT. MAR.23, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. MAR.16, 1985

WEEK 1

ABC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000))	7,300						11,380								9,420	
TOTAL AUDIENCE (%)	8.6						13.4								11.1	
Program	← PRO BOWLERS TOUR →						← ABC WIDE WORLD-SPORTS SAT →								ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Households (000))	4,160						5,520								7,810	
AVERAGE AUDIENCE (%)	4.9	4.5*		4.8*		5.5*	6.5	6.1*		6.5*		7.0*			9.2	
SHARE OF AUDIENCE %	14	13 *		14 *		16 *	16	17 *		16 *		16 *			19	
AVG. AUD. BY ¼ HR. %	4.4	4.5	4.8	4.8	5.4	5.6	5.9	6.2	6.3	6.8	6.8	7.2			8.8	9.5

CBS TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000))						16,050									8,240	
TOTAL AUDIENCE (%)						18.9									9.7	
Program	← CBS NCAA BSKBL CHAMP-SA-2 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST (+OP) →					← CBS NCAA BSKBL CHAMP-SPEC VARIOUS TEAMS (4:23-6:30PM) (OP) →									CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000))						8,070									6,790	
AVERAGE AUDIENCE (%)		7.6*		8.0*		9.5		7.7*		8.4*		10.8*		11.7*	8.0	
SHARE OF AUDIENCE %		23 *		24 *		24		22 *		22 *		27 *		26 *	16	
AVG. AUD. BY ¼ HR. %	7.5	7.6	8.0	8.0	7.2	6.6	7.4	8.0	8.4	8.4	10.2	11.4	12.4	11.0	7.7	8.3

NBC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000))							5,260								8,070	
TOTAL AUDIENCE (%)							6.2								9.5	
Program							← WOMEN'S KEMPER OPEN-SAT →								NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000))							2,720								6,620	
AVERAGE AUDIENCE (%)							3.2	3.1*		3.3*		3.0*			7.8	
SHARE OF AUDIENCE %							9	9 *		9 *		8 *			16	
AVG. AUD. BY ¼ HR. %							3.0	3.2	3.4	3.2	2.8	3.2			7.4	8.1

WEEK 2

ABC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000))	8,320						9,340								7,220	
TOTAL AUDIENCE (%)	9.8						11.0								8.5	
Program	← PRO BOWLERS TOUR (3:00-4:34PM) (+OP) →						← ABC WIDE WORLD-SPORTS SAT (4:34-6:00PM) (OP) →								ABC WRLD NEWS TONIGHT-SAT	
AVERAGE AUDIENCE (Households (000))	4,840						4,250								5,770	
AVERAGE AUDIENCE (%)	5.7	4.8*		5.5*		6.8*	5.0	4.8*		5.2*		4.9*			6.8	
SHARE OF AUDIENCE %	16	14 *		15 *		18 *	12	12 *		13 *		11 *			14	
AVG. AUD. BY ¼ HR. %	4.5	5.0	5.3	5.8	6.5	7.1	5.0	4.6	5.3	5.0	4.8	5.0			6.5	7.1

CBS TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000))				18,420											9,590	
TOTAL AUDIENCE (%)				21.7											11.3	
Program	← CBS NCAA BSKBL CHAMP-SA-1 MEMPHIS ST. VS OKLAHOMA (1:50-3:56PM)(+OP) →			← CBS NCAA BSKBL CHAMP-SA-2 GEORGIA TECH VS GEORGETOWN (3:56-6:03PM) (OP) →											CBS SAT. NEWS-SCHIEFFER	
AVERAGE AUDIENCE (Households (000))				10,700											8,070	
AVERAGE AUDIENCE (%)		9.2*		12.6		10.8*		12.8*		12.7*		14.7*			9.5	
SHARE OF AUDIENCE %		27 *		32		29 *		34 *		33 *		34 *			19	
AVG. AUD. BY ¼ HR. %	8.8	9.6	10.4	9.2	10.3	11.3	13.2	12.5	12.0	13.5	14.6	14.8	12.2		9.4	9.6

NBC TV

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
TOTAL AUDIENCE (Households (000))			6,450						4,580						7,130	
TOTAL AUDIENCE (%)			7.6						5.4						8.4	
Program			← SPORTSWORLD-SPL EDITION →						← LAS VEGAS INVITATIONAL-SA →						NBC NIGHTLY NEWS-SAT.	
AVERAGE AUDIENCE (Households (000))			2,460						2,970						5,940	
AVERAGE AUDIENCE (%)			2.9	2.7*		2.9*		3.1*	3.5	3.2*		3.8*			7.0	
SHARE OF AUDIENCE %			8	8 *		8 *		8 *	9	8 *		9 *			14	
AVG. AUD. BY ¼ HR. %			2.7	2.7	2.8	3.0	2.8	3.4	3.1	3.4	3.8	3.8			6.9	7.1

TV HOUSEHOLDS USING TV (See Def. 1)

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	33.7	34.0	34.7	34.1	34.0	34.7	35.8	37.3	39.6	41.6	42.3	44.4	47.4	49.2	48.9	50.8
WK. 2	34.6	35.3	36.2	35.9	36.7	38.4	38.7	38.9	39.7	41.6	44.2	46.1	47.8	48.6	49.7	50.7

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SAT. MAR.23, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR. 17, 1985

WEEK 1

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
CBS TV TOTAL AUDIENCE (Households (000) & %)										7,220 8.5						2,630 3.1	
										← SUNDAY MORNING					→	FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)										3,990 4.7	4.5*		4.8*		4.7*	2,040 2.4	
SHARE OF AUDIENCE	%									18	19 *		19 *		17 *	9	
AVG. AUD. BY ¼ HR.	%									4.2	4.9	4.8	4.9	4.9	4.5	2.5	2.4
NBC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																

WEEK 2

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
ABC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
CBS TV TOTAL AUDIENCE (Households (000) & %)										5,860 6.9						3,230 3.8	
										← SUNDAY MORNING					→	FACE THE NATION	
AVERAGE AUDIENCE (Households (000) & %)										3,570 4.2	4.0*		4.5*		4.0*	2,460 2.9	
SHARE OF AUDIENCE	%									16	17 *		17 *		15 *	10	
AVG. AUD. BY ¼ HR.	%									3.4	4.5	4.6	4.4	4.2	3.9	3.0	2.8
NBC TV TOTAL AUDIENCE (Households (000) & %)																	
AVERAGE AUDIENCE (Households (000) & %)																	
SHARE OF AUDIENCE	%																
AVG. AUD. BY ¼ HR.	%																
TV HOUSEHOLDS USING TV (See Def. 1)	WK. 1	7.4	8.6	10.4	12.8	15.4	17.3	19.3	21.2	23.5	24.6	24.9	26.6	27.6	28.6	28.6	29.3
	WK. 2	7.6	8.7	10.0	12.6	15.8	18.5	20.2	22.0	23.7	25.6	26.5	26.6	26.7	27.1	27.2	28.2

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. MAR. 24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.17, 1985

WEEK 1

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				4,840 5.7				1,440 1.7								10,610 12.5	
Program				← THIS WEEK-DAVID BRINKLEY →				SPORTSBEAT								USFL FOOTBALL NEW JERSEY VS BIRMINGHAM (2:30-5:31PM)	
AVERAGE AUDIENCE (Households (000) & %)				2,970 3.5	3.4*		3.7*	930 1.1								3,990 4.7	4.1*
SHARE OF AUDIENCE	%			11	11 *		11 *	3								13	12 *
AVG. AUD. BY ¼ HR.	%			3.4	3.4	3.7	3.7	1.2	1.1							3.6	4.6
CBS TV TOTAL AUDIENCE (Households (000) & %)						13,160 15.5								14,180 16.7			
Program						← CBS NCAA BSKBL CHMP-SP-1 MICHIGAN VS VILLANOVA UNIV. TEXAS/EL PASO VS N.C. STATE MULTI-SEGMENT TELECAST(→OP)								← CBS NCAA BSKBL CHMP-SP-2 VARIOUS TEAMS AND TIMES~ MULTI-SEGMENT TELECAST(OP)			
AVERAGE AUDIENCE (Households (000) & %)						6,450 7.6	5.7*		6.9*		8.2*		9.3*	6,790 8.0	7.8*		7.5*
SHARE OF AUDIENCE	%					22	17 *		21 *		23 *		25 *	22	23 *		21 *
AVG. AUD. BY ¼ HR.	%					5.4	5.9	6.7	7.1	7.8	8.6	9.2	9.3	7.9	7.8	7.8	7.2
NBC TV TOTAL AUDIENCE (Households (000) & %)								2,380 2.8		5,260 6.2				7,220 8.5			
Program								MEET THE PRESS		← SPORTSWORLD-SP.ED. →				← SPORTSWORLD (2:00-4:00PM)			
AVERAGE AUDIENCE (Households (000) & %)								2,040 2.4		3,060 3.6	3.3*		3.9*	3,310 3.9	3.6*		4.2*
SHARE OF AUDIENCE	%							8		11	10 *		12 *	11	10 *		12 *
AVG. AUD. BY ¼ HR.	%							2.3	2.5	3.0	3.6	3.9	4.0	3.4	3.8	4.0	4.4

WEEK 2

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
ABC TV TOTAL AUDIENCE (Households (000) & %)				5,180 6.1				1,360 1.6								11,120 13.1	
Program				← THIS WEEK-DAVID BRINKLEY →				SPORTSBEAT								USFL FOOTBALL TAMPA BAY VS NEW JERSEY (2:30-5:52PM)	
AVERAGE AUDIENCE (Households (000) & %)				3,230 3.8	3.3*		4.2*	1,100 1.3								3,650 4.3	3.7*
SHARE OF AUDIENCE	%			13	11 *		14 *	4								11	10 *
AVG. AUD. BY ¼ HR.	%			3.2	3.4	4.3	4.2	1.3	1.3							3.5	3.8
CBS TV TOTAL AUDIENCE (Households (000) & %)												7,300 8.6 (1) (→OP)	15,450 18.2				
Program													← CBS NCAA BSKBL CHMP-SPC-1 UNIV N.CAROLINA VS VILLANOVA (1:51-3:55PM) (OP)				
AVERAGE AUDIENCE (Households (000) & %)												6,370 7.5	8,740 10.3		10.3*		9.8*
SHARE OF AUDIENCE	%											22	28		29 *		27 *
AVG. AUD. BY ¼ HR.	%											7.3	8.8	10.0	10.5	9.8	9.8
NBC TV TOTAL AUDIENCE (Households (000) & %)								3,140 3.7								6,450 7.6	
Program								MEET THE PRESS								LAS VEGAS INVITATIONAL-SU (2:30-4:35PM)	
AVERAGE AUDIENCE (Households (000) & %)								2,460 2.9								3,140 3.7	3.2*
SHARE OF AUDIENCE	%							9								10	9 *
AVG. AUD. BY ¼ HR.	%							2.9	2.9							3.3	3.1

TV HOUSEHOLDS USING TV (See Def. 1)		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
	WK. 1	30.8	31.8	31.7	31.7	32.1	32.2	32.2	32.7	32.9	33.6	34.1	34.8	34.6	34.6	34.8	36.0
	WK. 2	28.6	29.2	29.7	30.4	31.0	31.8	32.0	31.9	32.3	33.7	34.9	35.5	35.7	36.4	36.4	36.1

U.S. TV Households: 84,900,000
(1)NCAA TOURNAMENT TODAY-SUN,CBS,(1:30-1:51PM)(S)

For explanation of symbols, See page A.

DAY SUN. MAR.24, 1985

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. MAR.17, 1985

WEEK 1

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															9,680 11.4	
ABC TV program	USFL FOOTBALL NEW JERSEY VS BIRMINGHAM (2:30-5:31PM)(→OP)										(SUS)(OP)				ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)		4.8*		4.7*		4.9*		5.1*		4.6*					8,240 9.7	
SHARE OF AUDIENCE %		14 *		13 *		13 *		13 *		12 *					19	
AVG. AUD. BY ¼ HR. %	4.8	4.8	4.6	4.8	4.5	5.3	5.3	4.9	4.9	4.4	3.6				9.5	10.0
CBS TV TOTAL AUDIENCE (Households (000) & %)						16,470 19.4										
CBS TV program	CBS NCAA BSKBL CHMP-SP-2 VARIOUS TEAMS AND TIMES- MULTI-SEGMENT TELECAST (→OP)					CBS NCAA BSKBL CHMP-SP-3 VARIOUS TEAMS (4:21-7:00PM) (OP)										
AVERAGE AUDIENCE (Households (000) & %)		7.0*		8.4*		7,390 8.7		7.5*		8.0*		9.2*		9.5*		9.5*
SHARE OF AUDIENCE %		20 *		23 *		20		20 *		20 *		22 *		20 *		19 *
AVG. AUD. BY ¼ HR. %	6.8	7.4	8.0	8.8	9.5	7.6	7.5	7.5	7.9	8.1	9.0	9.5	9.6	9.3	9.6	9.5
NBC TV TOTAL AUDIENCE (Households (000) & %)					7,810 9.2										6,880 8.1	
NBC TV program	SPORTSWORLD (2:00-4:00PM)				WOMEN'S KEMPER OPEN-SUN (4:00-6:10PM)										NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)		4.1*		3.7*	3,140 3.7	3.3*		3.1*		3.7*		4.2*	5.1*		5,430 6.4	
SHARE OF AUDIENCE %		12 *		10 *	9	9 *		8 *		9 *		10 *	11 *		13	
AVG. AUD. BY ¼ HR. %	4.3	4.0	3.9	3.4	3.5	3.2	2.9	3.2	3.8	3.7	3.9	4.5	5.1		5.9	7.0

WEEK 2

TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
ABC TV TOTAL AUDIENCE (Households (000) & %)															6,880 8.1	
ABC TV program	USFL FOOTBALL TAMPA BAY VS NEW JERSEY (2:30-5:52PM)														ABC WRLD NEWS TONIGHT-SUN	
AVERAGE AUDIENCE (Households (000) & %)		4.1*		4.0*		3.6*		4.8*		4.9*		4.9*			5,770 6.8	
SHARE OF AUDIENCE %		11 *		10 *		9 *		12 *		11 *		11 *			13	
AVG. AUD. BY ¼ HR. %	4.1	4.1	3.9	4.2	3.3	3.8	4.3	5.4	5.1	4.7	5.3	4.0			6.6	7.1
CBS TV TOTAL AUDIENCE (Households (000) & %)				17,320 20.4									10,190 12.0			
CBS TV program	CBS NCAA BSKBL CHMP-SPC-1 UNIV N.CAROLINA VS VILLANOVA (1:51-3:55PM)(→OP)				CBS NCAA BSKBL CHMP-SPC-2 ST. JOHN'S VS N.C. STATE (3:55-6:00PM) (OP)								CBS EVENING NEWS-SUNDAY			
AVERAGE AUDIENCE (Households (000) & %)		10.7*		10,100 11.9		11.0*		11.2*		11.9*		13.6*	8,570 10.1			
SHARE OF AUDIENCE %		28 *		28		28 *		27 *		28 *		30 *	20			
AVG. AUD. BY ¼ HR. %	10.5	10.9	11.4	10.2	10.9	11.1	11.8	10.6	11.7	12.0	12.8	14.4	9.8	10.3		
NBC TV TOTAL AUDIENCE (Households (000) & %)							9,000 10.6								9,340 11.0	
NBC TV program	LAS VEGAS INVITATIONAL-SU (2:30-4:35PM) (→OP)						SPORTSWORLD (4:35-6:00PM) (OP)								NBC NIGHTLY NEWS-SUN	
AVERAGE AUDIENCE (Households (000) & %)		3.4*		3.8*		4.3*	4,160 4.9	4.0*		5.0*		5.4*			7,640 9.0	
SHARE OF AUDIENCE %		9 *		10 *		11 *	11	10 *		12 *		12 *			17	
AVG. AUD. BY ¼ HR. %	3.5	3.4	3.7	3.9	4.4	4.2	3.7	4.3	4.8	5.2	5.2	5.7			8.4	9.6

TV HOUSEHOLDS USING TV (See Def. 1)	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
WK. 1	35.8	35.7	36.6	37.6	38.3	38.6	38.3	39.2	40.6	41.4	42.9	45.3	48.7	50.3	51.8	53.0
WK. 2	36.7	38.4	38.8	39.0	39.4	40.3	41.7	43.3	44.1	44.6	46.1	48.1	50.1	51.8	53.8	56.3

U.S. TV Households: 84,900,000

For explanation of symbols, See page A.

DAY SUN. MAR.24, 1985

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	%	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	%	SHARE %	AVG. AUD BY ¼ HR %	TELECAST DAYS
EVENING MONDAY																	
ABC ABC BUSINESS BRIEF-MON	2	8.58- 8.59PM	8.45								12,740	15.0	12,740	15.0	22	15.0	
ABC ABC NEWSBRIEF-MON	2	9.54- 9.55PM	9.45								12,900	15.2	12,900	15.2	23	15.2	
	1	10.01-10.02PM	10.00	10,780	12.7	10,780	12.7	20	12.7								
CBS AMERICAN PORTRAIT-SUS(SUS)	2	8.58- 8.59PM	8.45														
NBC MOST BEAUTIFUL GIRL-WORLD(S)	1	9.00-11.04PM	→GRID	24,540	28.9	12,740	15.0	24									
			11.00						14.0								
EVENING TUESDAY																	
ABC ABC NEWSBRIEF-TUE		9.58- 9.59PM	9.45	9,510	11.2	9,510	11.2	17	11.2		10,190	12.0	10,190	12.0	19	12.0	
EVENING WEDNESDAY																	
ABC ABC BUSINESS BRIEF-WED		8.58- 8.59PM	8.45	16,390	19.3	16,390	19.3	29	19.3		15,030	17.7	15,030	17.7	26	17.7	
ABC ABC NEWSBRIEF-WED		9.58- 9.59PM	9.45	20,210	23.8	20,210	23.8	36	23.8		17,830	21.0	17,830	21.0	33	21.0	
CBS AMERICAN PORTRAIT SUS(SUS)	2	8.58- 8.59PM	8.45														
	1	9.13- 9.14PM	9.00														
EVENING THURSDAY																	
ABC WILDSIDE	2	8.35- 9.35PM	→GRID								19,780	23.3	13,670	16.1	24		
			9.30													17.2	
ABC EYE TO EYE	2	9.35-10.35PM	→GRID								21,730	25.6	15,370	18.1	28		
			10.30													20.2	
ABC ABC NEWSBRIEF-THU	1	9.58- 9.59PM	9.45	10,270	12.1	10,270	12.1	19	12.1								
	2	10.34-10.35PM	10.30								16,560	19.5	16,560	19.5	32	19.5	
ABC 20/20	2	10.35-11.35PM	→GRID								21,480	25.3	16,050	18.9	34		
			11.00													19.9	
			11.15											19.1*	36*	18.3	
			11.30													17.0	
CBS CBS NCAA BSKBL CHMP TH 1(S)	2	9.00-11.02PM	→GRID								19,610	23.1	10,190	12.0	19		
			11.00													9.3	
NBC BILL COSBY SHOW	2	8.35- 9.05PM	→GRID								26,320	31.0	21,990	25.9	38		
			9.00													27.3	
NBC FAMILY TIES	2	9.05- 9.35PM	→GRID								21,820	25.7	19,360	22.8	34		
			9.30													22.4	
NBC CHEERS	2	9.35-10.05PM	→GRID								21,480	25.3	18,590	21.9	33		
			10.00													22.1	
NBC HILL STREET BLUES	2	10.30-11.30PM	→GRID								18,680	22.0	14,090	16.6	29		
			11.00													16.9	
			11.15											16.3*	31*	15.8	
EVENING FRIDAY																	
ABC ABC BUSINESS BRIEF-FRI		8.15- 8.16PM	8.15	13,500	15.9	13,500	15.9	26	15.9		14,860	17.5	14,860	17.5	29	17.5	
ABC ABC NEWSBRIEF-FRI SPEC.(SUS)	1	8.42- 8.43PM	8.30														
ABC ABC NEWSBRIEF-FRI		9.58- 9.59PM	9.45	10,530	12.4	10,530	12.4	20	12.4		10,530	12.4	10,530	12.4	20	12.4	
CBS AMERICAN PORTRAIT-SUS.(SUS)	1	8.58- 8.59PM	8.45														
CBS AMERICAN PORTRAIT,SUS(SUS)	2	8.58- 8.59PM	8.45														

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

***HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).**

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING FRIDAY-CONT'D																	
CBS CBS NCAA BSKBL CHMP FR 1(S)	2	10.00-12.00MD	→GRID								17,230	20.3	9,170	10.8	20		
			11.00													10.3	
			11.15											10.3*	19*	10.4	
			11.30													11.6	
			11.45											10.6*	23*	9.5	
EVENING SATURDAY																	
ABC ABC SPORTS UPDATE-SAT	1	8.58- 8.59PM	8.45	10,780	12.7	10,780	12.7	21	12.7								
	2	8.57- 8.59PM	8.45								12,230	14.4	11,460	13.5	22	13.5	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	12,140	14.3	12,140	14.3	24	14.3		11,290	13.3	11,290	13.3	22	13.3	
CBS SPORTSBREAK-SAT		8.58- 8.59PM	8.45	7,300	8.6	7,300	8.6	14	8.6		12,740	15.0	12,740	15.0	24	15.0	
CBS NEWSBREAK-SAT.		9.58- 9.59PM	9.45	8,320	9.8	8,320	9.8	17	9.8		9,000	10.6	9,000	10.6	18	10.6	
NBC NBC NEWS DIGEST-SAT		8.58- 8.59PM	8.45	10,270	12.1	10,270	12.1	20	12.1		7,470	8.8	7,470	8.8	14	8.8	
NBC NBC NEWS DIGEST-2-SAT.	1	9.58- 9.59PM	9.45	6,110	7.2	6,110	7.2	12	7.2								
EVENING SUNDAY																	
ABC ABC SPORTS UPDATE-SUN	2	8.35- 8.36PM	8.30								14,010	16.5	14,010	16.5	24	16.5	
	1	9.06- 9.07PM	9.00	11,720	13.8	11,720	13.8	21	13.8								
ABC ABC NEWSBRIEF-SUN.	1	10.00-10.01PM	10.00	12,400	14.6	12,400	14.6	23	14.6								
	2	10.01-10.03PM	10.00								17,230	20.3	16,980	20.0	31	20.0	
CBS SPORTSBREAK-SUN		8.58- 8.59PM	8.45	17,320	20.4	17,320	20.4	30	20.4		13,750	16.2	13,750	16.2	23	16.2	
CBS NEWSBREAK-SUN.		9.58- 9.59PM	9.45	14,860	17.5	14,860	17.5	26	17.5		12,230	14.4	12,230	14.4	21	14.4	
NBC NBC NEWS DIGEST-SUN		8.58- 8.59PM	8.45	10,610	12.5	10,610	12.5	18	12.5		10,610	12.5	10,610	12.5	18	12.5	
NBC NBC NEWS DIGEST-2-SUN.	2	9.59-10.02PM	9.45								10,270	12.1	9,680	11.4	18	10.8	
			10.00													11.6	
EVENING MONDAY-FRIDAY																	
ABC ABC NEWS:NIGHTLINE	1	11.30-12.00MD	11.30	6,280	7.4	5,010	5.9	17	6.5	M-F							
	2	>	11.30								6,450	7.6	5,010	5.9	17	6.7	MTUWF
			11.45						5.2	M-F						5.2	MTUWF
			12.00													3.8	WED.
ABC ABC NEWS:NIGHTLINE-FRI(B)	2	12.00-12.53AM	12.00								5,260	6.2	3,910	4.6	15	4.7	FRI.
			12.15											4.8*	15*	4.8	FRI.
			12.30													4.7	FRI.
			12.45											4.4*	17*	4.0	FRI.
ABC ABC NEWS:NIGHTLINE-MON(B)	2	12.00-12.37AM	12.00								4,580	5.4	3,400	4.0	16	4.5	MON.
			12.15											4.1*	15*	3.7	MON.
			12.30											3.6*	17*	3.6	MON.
ABC ABC NEWS:NIGHTLINE-THU(B)	2	12.05-12.46AM	12.00								5,600	6.6	4,330	5.1	18	6.3	THU.
			12.15											5.6*	19*	5.1	THU.
			12.30													4.5	THU.
			12.45											4.4*	18*	3.7	THU.
ABC ABC NEWS:NIGHTLINE-TUE(B)	2	12.00-12.16AM	12.00								3,820	4.5	3,650	4.3	16	4.4	TUE.
			12.15													3.4	TUE.
ABC ABC ROCKS	1	12.00-12.32AM	12.00	2,800	3.3	2,120	2.5	8	3.0	FRI.							
			12.15						2.2	FRI.							

CONT'D

 U.S. TV HOUSEHOLDS: 84,900,000

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
ABC ABC ROCKS-CONT'D			12.30						1.8	FRI.							
ABC EYE ON HOLLYWOOD		>	12.00	1,870	2.2	1,530	1.8	7	1.9	M-TH	1,870	2.2	1,530	1.8	7	1.8	TU & W
			12.15						1.8	M-TH						1.7	TU & W
			12.30						1.6	M-W						1.7	TU & W
			12.45													1.5	TU & W
ABC FUNERAL-PREM. CHERNENKO(SUS)	1	4.57- 6.00AM	4.45							TUE.							
CBS AMERICAN PORTRAIT		8.58- 8.59PM	8.45	12,900	15.2	12,900	15.2	23	15.2	MTUTH	8,240	9.7	8,240	9.7	14	9.7	TU&TH
CBS NEWSBREAK-M-F		>	9.45	11,380	13.4	11,380	13.4	21	12.8	M-F	10,700	12.6	10,700	12.6	20	12.8	MTUWF
			10.00						14.5	TU&TH						11.9	TUE.
CBS CBS NCAA BSKBL CHAMP-FRI.(S)	1	11.30- 1.28AM	11.30	8,490	10.0	3,650	4.3	15	5.9	FRI.							
			11.45				5.4*	14*	5.0	FRI.							
			12.00						5.1	FRI.							
			12.15				4.6*	15*	4.2	FRI.							
			12.30						3.7	FRI.							
			12.45				3.6*	15*	3.6	FRI.							
			1.00						3.4	FRI.							
			1.15				3.3*	17*	3.3	FRI.							
CBS CBS NCAA BSKBL CHAMP-THU.(S)	1	11.31- 1.32AM	11.30	7,900	9.3	3,820	4.5	18	6.5	THU.							
			11.45				5.8*	17*	5.1	THU.							
			12.00						4.8	THU.							
			12.15				4.7*	17*	4.6	THU.							
			12.30						4.3	THU.							
			12.45				4.0*	19*	3.8	THU.							
			1.00						3.6	THU.							
			1.15				3.6*	22*	3.6	THU.							
			1.30						3.3	THU.							
CBS CBS NCAA BSKBL CHMP TH 2(S)	2	11.32- 1.37AM	11.30								8,830	10.4	3,910	4.6	17	6.2	THU.
			11.45											5.9*	15*	5.6	THU.
			12.00													5.3	THU.
			12.15											4.9*	17*	4.4	THU.
			12.30													4.4	THU.
			12.45											4.3*	19*	4.2	THU.
			1.00													4.1	THU.
			1.15											3.8*	21*	3.5	THU.
			1.30											2.8*	19*	2.9	THU.
CBS CBS NEWS SPECIAL REPORT(S)	1	11.30-12.00MD	11.30	6,790	8.0	5,430	6.4	19	7.1	MON.							
			11.45						5.7	MON.							
CBS LATE MOVIE I	1	>	11.30	5,940	7.0	4,330	5.1	20	5.7	M-W							
	2	11.30-12.37AM	11.30								6,540	7.7	4,580	5.4	19	5.8	M-W
			11.45				5.5*	17*	5.4	TU & W				5.6*	17*	5.5	M-W
			12.00						5.1	M-W						5.4	M-W
			12.15				4.9*	19*	4.8	M-W				5.2*	20*	5.0	M-W
			12.30						4.6	M-W				4.6*	22*	4.6	M-W
			12.45				4.8*	24*	5.0	M-W							
			1.00				4.4*	27*	4.4	MON.							
		VARIOUS TIMES	(SUS)														
CBS CBS NCAA BSKBL CHMP FR 2(S)	2	12.30- 2.29AM	12.30								7,130	8.4	3,310	3.9	19	4.9	FRI.
			12.45											4.7*	17*	4.5	FRI.
CONT'D																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECFDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELE-CAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
CBS CBS NCAA BSKBL CHMP FR 2(S)-CONT'D																	
			1.00														
			1.15													4.5	FRI.
			1.30											4.2*	19*	4.0	FRI.
			1.45													3.3	FRI.
			2.00											3.3*	19*	3.3	FRI.
			2.15													3.5	FRI.
														3.3*	23*	3.1	FRI.
CBS LATE MOVIE II		>	12.30	3,570	4.2	2,800	3.3	21	3.9	M-W	3,480	4.1	2,890	3.4	19	3.7	M-W
			12.45				3.7*	20*	3.6	TU & W				3.5*	18*	3.4	M-W
			1.00						3.4	M-W						3.4	M-W
			1.15				3.3*	22*	3.1	M-W				3.4*	22*	3.2	M-W
			1.30						2.7	MON.							
			1.45				2.7*	22*	2.6	MON.							
		VARIOUS TIMES	(SUS)														
CBS CBS NCAA BSKBL POST-FRI.(S)	1	1.28- 1.46AM	1.15	2,040	2.4	1,950	2.3	13	2.5	FRI.							
			1.30						2.3	FRI.							
			1.45						2.1	FRI.							
CBS CBS NCAA BSKBL POST-THU.(S)	1	1.32- 2.00AM	1.30	2,720	3.2	2,290	2.7	21	3.1	THU.							
			1.45						2.5	THU.							
CBS CBS NCAA BSKBL POST-THUR.(S)	2	1.37- 2.00AM	1.30								1,780	2.1	1,530	1.8	13	2.0	THU.
			1.45													1.7	THU.
CBS CBS NEWS NIGHTWATCH-1		2.00- 2.30AM	2.00	1,270	1.5	1,100	1.3	14	1.4	WTHSU	1,020	1.2	850	1.0	10	1.1	M-THSU
			2.15						1.2	WTHSU						1.0	M-THSU
CBS CBS NIGHTWATCH-1(B)	1	2.00- 2.30AM	2.00	1,020	1.2	850	1.0	11	1.1	TUE.							
			2.15						.8	TUE.							
CBS CBS NCAA BSKBL POST-FR.(S)	2	2.29- 2.35AM	2.15								1,870	2.2	1,700	2.0	16	2.0	FRI.
			2.30													2.0	FRI.
CBS CBS NEWS NIGHTWATCH-2		2.30- 3.00AM	→GRID	1,100	1.3	1,020	1.2	16		M-THSU	850	1.0	760	.9	12		M-THSU
			2.30						1.3	M-THSU						1.0	M-THSU
			2.45						1.1	M-THSU						.9	M-THSU
CBS CBS NEWS NIGHTWATCH-3		>	3.00	1,610	1.9	930	1.1	22	1.1	M-THSU	1,700	2.0	760	.9	18	1.0	M-THSU
			3.15				1.1*	18*	1.1	M-THSU				1.0*	16*	1.0	M-THSU
			3.30						1.1	M-THSU						.9	M-THSU
			3.45				1.0*	19*	1.1	M-THSU				.9*	16*	.9	M-THSU
			4.00						1.0	M-THSU						1.0	M-THSU
			4.15				1.0*	20*	1.0	M-THSU				1.0*	20*	1.0	M-THSU
			4.30						1.0	M-THSU						1.0	M-THSU
			4.45				1.0*	21*	1.0	M-THSU				1.0*	22*	1.0	M-THSU
			5.00						1.1	MWTHSU						.8	M-THSU
			5.15				1.1*	24*	1.1	MWTHSU				.8*	19*	.9	M-THSU
			5.30						1.0	MWTHSU						1.0	M-THSU
			5.45				1.1*	23*	1.0	MWTHSU				1.0*	22*	1.0	M-THSU
CBS CHERNENKO FUNERAL(SUS)	1	5.00- 6.00AM	5.00							TUE.							
NBC NBC NEWS DIGEST-M-F		8.58- 8.59PM	8.45	11,120	13.1	11,120	13.1	20	13.1	M-F	11,210	13.2	11,210	13.2	20	12.3	M-F
			9.30													17.2	THU.
NBC NBC NEWS DIGEST-2-M-F CONT'D	1	9.58- 9.59PM	9.45	10,020	11.8	10,020	11.8	18	11.8	TU&TH							

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 SHARE %	WEEK 1 AVG. AUD. BY ¼ HR %	WEEK 1 TELECAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 SHARE %	WEEK 2 AVG. AUD. BY ¼ HR %	WEEK 2 TELECAST DAYS
EVENING MONDAY-FRIDAY-CONT'D																	
NBC NBC NEWS DIGEST-2-M-F-CONT'D	2	>	9.45								8,660	10.2	9,000	10.6	16	10.2	MWF
NBC TONIGHT SHOW		>	11.30	8,410	9.9	4,920	5.8	19	6.9	M-F	9,590	11.3	5,860	6.9	22	8.2	M-F
			11.45				6.4*	18*	6.0	M-F				7.7*	22*	7.2	MTUWF
			12.00						5.6	M-F						6.9	M-F
			12.15				5.2*	19*	4.8	M-F				6.5*	23*	6.2	M-F
			12.30						4.1	MON.						5.9	THU.
			12.45											5.6*	24*	5.3	THU.
NBC DAVID LETTERMAN I		>	12.30	3,140	3.7	2,630	3.1	16	3.3	M-TH	3,650	4.3	3,230	3.8	19	4.0	M-TH
			12.45						2.9	M-TH						3.6	M-W
			1.00						2.5	MON.						3.9	THU.
			1.15													3.4	THU.
NBC FRIDAY NIGHT VIDEOS		12.30- 2.00AM	12.30	6,370	7.5	3,060	3.6	18	5.1	FRI.	6,540	7.7	3,480	4.1	19	5.6	FRI.
			12.45				4.6*	19*	4.0	FRI.				5.2*	20*	4.8	FRI.
			1.00						3.7	FRI.						4.2	FRI.
			1.15				3.4*	17*	3.0	FRI.				3.9*	19*	3.6	FRI.
			1.30						3.0	FRI.						3.4	FRI.
			1.45				2.9*	18*	2.9	FRI.				3.2*	19*	3.0	FRI.
NBC DAVID LETTERMAN II		>	1.00	2,550	3.0	2,040	2.4	16	2.6	M-TH	2,970	3.5	2,550	3.0	20	3.2	M-TH
			1.15						2.4	M-TH						2.8	M-W
			1.30						2.1	MON.						3.2	THU.
			1.45													2.9	THU.
NBC NBC NEWS SPEC:CHERNENKO(SUS)	1	4.30- 6.00AM	4.30							TUE.							
DAY MONDAY-FRIDAY																	
ABC ABC WORLD NEWS-MORN-615A		6.15- 6.30AM	6.15	1,530	1.8	1,440	1.7	18	1.7	M-F	1,530	1.8	1,360	1.6	16	1.6	M-F
ABC ABC WORLD NEWS-MORN-645A		6.45- 7.00AM	6.45	2,550	3.0	2,380	2.8	18	2.8	M-F	2,550	3.0	2,380	2.8	18	2.8	M-F
ABC ABC DAYTIME NEWSBRIEF-M-F		2.58- 2.59PM	2.45	6,450	7.6	6,450	7.6	26	7.6	M-F	6,790	8.0	6,790	8.0	28	8.0	M-F
ABC ABC AFTERSCHOOL SPECIAL(S)	2	4.00- 5.00PM	4.00								7,980	9.4	5,180	6.1	18	5.4	WED.
			4.15											5.6*	18*	5.8	WED.
			4.30													6.5	WED.
			4.45											6.6*	18*	6.8	WED.
CBS CBS EARLY MORNING NEWS		6.30- 7.00AM	6.30	1,700	2.0	1,270	1.5	15	1.4	M-F	1,780	2.1	1,440	1.7	16	1.5	M-F
			6.45						1.6	M-F						1.8	M-F
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	5,430	6.4	5,260	6.2	26	6.2	M-F	5,690	6.7	5,520	6.5	26	6.5	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,010	5.9	4,750	5.6	18	5.6	M-F	5,600	6.6	5,350	6.3	19	6.3	M-F
CBS CBS SCHOOLBREAK SPECIALS(S)	2	4.30- 5.30PM	4.30								7,220	8.5	4,840	5.7	16	5.3	TUE.
			4.45											5.4*	16*	5.5	TUE.
			5.00													5.8	TUE.
			5.15											6.0*	16*	6.3	TUE.
NBC NBC NEWS AT SUNRISE		6.30- 7.00AM	6.30	2,550	3.0	1,780	2.1	15	1.6	M-F	2,890	3.4	2,040	2.4	17	1.9	M-F
			6.45						2.6	M-F						2.9	M-F
NBC NBC NEWS DIGEST-DAYTIME		2.57- 2.58PM	2.45	3,650	4.3	3,650	4.3	15	4.3	MWF	3,480	4.1	3,480	4.1	15	4.1	MWF
DAY SATURDAY																	
ABC SCHOOLHOUSE ROCK-8:25AM		8.25- 8.29AM	8.15	3,400	4.0	3,060	3.6	18	3.6		3,650	4.3	3,400	4.0	20	4.0	
ABC SCHOOLHOUSE ROCK-9:55AM		9.55- 9.59AM	9.45	4,500	5.3	3,820	4.5	16	4.5		4,750	5.6	4,250	5.0	17	5.0	

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 1 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 1 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 1 AVERAGE AUDIENCE SHARE %	WEEK 1 AVG. AUD.BY ¼ HR %	WEEK 1 TELE-CAST DAYS	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS (000)	WEEK 2 TOTAL AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS (000)	WEEK 2 AVERAGE AUDIENCE HOUSEHOLDS %	WEEK 2 AVERAGE AUDIENCE SHARE %	WEEK 2 AVG. AUD.BY ¼ HR %	WEEK 2 TELE-CAST DAYS
DAY SATURDAY-CONT'D																	
ABC SCHOOLHOUSE ROCK-10:25AM		10.25-10.29AM	10.15	3,650	4.3	3,140	3.7	13	3.7		3,740	4.4	3,230	3.8	12	3.8	
ABC SCHOOLHOUSE ROCK-11:25AM		11.25-11.29AM	11.15	3,650	4.3	3,140	3.7	13	3.7		4,500	5.3	4,250	5.0	16	5.0	
ABC PRO BOWLERS TOUR	2	3.00- 4.34PM	→GRID 4.30								8,320	9.8	4,840	5.7	16	6.1	
CBS IN THE NEWS- 8.26AM	1 2	8.27- 8.29AM 8.26- 8.29AM	8.15 8.15	3,400	4.0	3,230	3.8	19	3.8		3,740	4.4	3,310	3.9	19	3.9	
CBS IN THE NEWS- 8.56AM	1 2	8.57- 8.59AM 8.56- 8.59AM	8.45 8.45	4,670	5.5	4,330	5.1	22	5.1		5,260	6.2	4,750	5.6	23	5.6	
CBS IN THE NEWS- 9.56AM	1 2	9.57- 9.59AM 9.56- 9.59AM	9.45 9.45	5,090	6.0	4,840	5.7	21	5.7		4,410	5.2	4,160	4.9	17	4.9	
CBS IN THE NEWS-11.26AM	1 2	11.27-11.29AM 11.26-11.29AM	11.15 11.15	4,580	5.4	4,500	5.3	19	5.3		5,010	5.9	4,580	5.4	17	5.4	
CBS IN THE NEWS-11.56AM	1 2	11.57-11.59AM 11.56-11.59AM	11.45 11.45	3,740	4.4	3,400	4.0	14	4.0		4,160	4.9	3,740	4.4	14	4.4	
CBS CBS NCAA BSKBL CHAMP-SA-1	1	12.00- 2.12PM	→GRID 2.00	13,070	15.4	6,030	7.1 5.7*	22 16*	5.8								
CBS NCAA TOURNAMENT TODAY-SAT(S)	2	1.30- 1.50PM	→GRID 1.45								5,940	7.0	5,090	6.0	19	5.9	
CBS CBS NCAA BSKBL CHAMP-SA-1	2	1.50- 3.56PM	→GRID 3.45								14,180	16.7	7,640	9.0 10.3*	26 29*	10.2	
CBS CBS NCAA BSKBL CHAMP-SA-2	1	2.08- 4.22PM	→GRID 4.15	12,480	14.7	6,370	7.5 7.0*	23 21*	6.6								
NBC ONE TO GROW ON-8:28AM		8.28- 8.30AM	8.15	4,580	5.4	4,410	5.2	26	5.2		4,580	5.4	4,500	5.3	26	5.3	
NBC ONE TO GROW ON-8:58AM		8.58- 9.00AM	8.45	4,750	5.6	4,580	5.4	23	5.4		4,840	5.7	4,580	5.4	22	5.4	
NBC ONE TO GROW ON-10:28AM		10.28-10.30AM	10.15	6,620	7.8	6,370	7.5	27	7.5		7,390	8.7	7,130	8.4	27	8.4	
NBC ONE TO GROW ON-10:58AM		10.58-11.00AM	10.45	5,770	6.8	5,690	6.7	24	6.7		6,200	7.3	5,860	6.9	22	6.9	
NBC ONE TO GROW ON-12:28PM		12.28-12.30PM	12.15	3,820	4.5	3,650	4.3	14	4.3		4,410	5.2	4,330	5.1	16	5.1	
DAY SUNDAY																	
ABC USFL SPORTS FILL(SUS)	1	5.31- 6.00PM	5.30														
CBS FOR OUR TIMES(SUS)	2 1	6.00- 6.30AM 6.30- 7.00AM	6.00 6.30														
CBS CBS NCAA BSKBL CHMP-SP-1(S)	1	12.00- 2.02PM	→GRID 2.00	13,160	15.5	6,450	7.6 5.5*	22 15*	5.5								
CBS NCAA TOURNAMENT TODAY-SUN(S)	2	1.30- 1.51PM	→GRID 1.45								7,300	8.6	6,370	7.5	22	8.0	
CBS CBS NCAA BSKBL CHMP-SPC-1(S)	2	1.51- 3.55PM	→GRID 3.45								15,450	18.2	8,740	10.3 11.0*	28 28*	10.4	
CBS CBS NCAA BSKBL CHMP-SP-2(S)	1	2.07- 4.22PM	→GRID 4.15	14,180	16.7	6,790	8.0 9.8*	22 26*	9.9								
NBC LAS VEGAS INVITATIONAL-SU(S)	2	2.30- 4.35PM	→GRID 4.30								6,450	7.6	3,140	3.7	10	4.0	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A.

*HALF-HOUR RATINGS (FOR IMMEDIATELY PRECEDING AND SUBJECT QUARTER-HOURS).

 U.S. TV HOUSEHOLDS: 84,900,000